



THE OFFER STACK PLAYBOOK

Transform your offer into a high-value, premium package.
Audit, stack, price, and present your offer so prospects say “yes” faster.

AUDIT YOUR CURRENT OFFER — FIND THE HIDDEN GOLD BEFORE YOU REBUILD ANYTHING

BEFORE YOU STACK NEW OFFERS, YOU NEED TO KNOW WHAT'S ACTUALLY WORKING. LET'S STRIP YOUR CURRENT OFFER DOWN TO ITS BONES AND SEE WHAT CLIENTS REALLY BUY — NOT WHAT YOU THINK THEY BUY.

THE HIDDEN GOLD

INSTRUCTIONS:

Most founders think the next offer will fix everything. Wrong. The real opportunity is inside the offer you already have.

- This audit helps you:
- Identify what parts of your offer clients actually value
 - Spot what's slowing fulfillment or sales
 - Pinpoint what should move into your DIY, DWY, and DFY tiers

THE GUIDE:

Grab a notepad, your invoices, and any client feedback you've got. We're going to reverse-engineer the truth behind what's selling.

STEP 1:

Name Your Core Offer

Fill in the blank:
I currently sell _____ to _____.

Example: "I sell website systems to real-estate agents."

- Be specific — who you serve and what you sell.

STEP 2:

Define the Promise

Fill in the blank:
The main outcome I promise clients is _____.

Example: "A predictable stream of appointments."

- This is what you'll keep across every future tier.

STEP 3:

List Your Deliverables

- Write down every component of your current offer — calls, templates, tech, coaching, etc.

Deliverable	Purpose	Client Impact (1-10)

Fill in the blank:
The top 3 deliverables my clients rave about are _____.

STEP 4:

Measure Results vs Effort

For each deliverable, rate impact (1-10) and effort (1-10). Highlight the high-impact / low-effort ones — these become your leverage pieces.

Fill in the blank:
The easiest part of my offer that creates the biggest results is _____.

STEP 5:

Audit Client Results

- Look at your last 5 clients.
How many achieved the promised result? _____ / 5
How long did it take? _____ weeks

Fill in the blank:
The pattern I see in my client results is _____.

Example: "They succeed fast when they already have leads coming in."

STEP 6:

Identify Fulfillment Bottlenecks

- What tasks drain your time? What clients keep stalling you?

Fill in the blank:
The biggest fulfillment drag in my business is _____.

- This usually becomes something you remove or delegate in higher tiers.

STEP 7:

Clarify Client Feedback

List the top 3 compliments and top 3 complaints you've heard.

Compliments	Complaints

Fill in the blank:
The most common thing clients love is _____.
The most common thing they struggle with is _____.

STEP 8:

Find the Gap Between Perceived and Actual Value

Ask: What do clients think they're buying vs what they're actually getting?

Fill in the blank:
Clients think they're buying _____, but the real value they get is _____.

- This insight drives your future positioning and pricing.

STEP 9:

Score Your Offer's Performance

Rate each category 1-10:

Category	Score
Client Results	
Delivery Efficiency	
Profit Margin	
Scalability	
Enjoyment to Fulfill	

Fill in the blank:
Overall offer score = _____ / 50

- Anything below 35 means your offer needs redesign before stacking.

STEP 10:

Summarize Your Findings

Fill in the blanks:
My offer's strength is _____.
My weakest link is _____.
If I could improve one thing this week, it would be _____.

- This summary becomes the foundation for tomorrow's Offer Stack.

Why It's Important:

You can't scale confusion. Before you build multiple offers, you must understand what part of your current one actually sells. Once you know what drives results — and what drags — you can confidently build out your DIY, DWY, and DFY tiers around it.

Need help identifying what to keep vs cut before you stack?
Book a free strategy session:

square1grp.com/brainstormsession

You've dissected your current offer.

Tomorrow, we'll rebuild it from the ground up — turning one product into three tiers of profit.

BUILD YOUR OFFER STACK— TURN ONE OFFER INTO THREE STREAMS OF REVENUE

MORE CLIENTS DON'T EQUAL MORE MONEY — BETTER PACKAGING DOES. TODAY, YOU'LL TURN YOUR SINGLE OFFER INTO A 3-TIER SYSTEM THAT MEETS PEOPLE WHERE THEY ARE AND MAXIMIZES YOUR PROFIT PER CLIENT.

OFFER STACK

INSTRUCTIONS:

Yesterday you audited your core offer. You now know what clients actually value and what drains your time. Today we rebuild that into a simple, scalable **Offer Stack**:

- ✔ **DIY** — For low-budget, self-paced clients.
- ✔ **DWY (Done-With-You)** — The guided, collaborative middle tier.
- ✔ **DFY (Done-For-You)** — Premium, high-touch delivery.

Your goal today: define what each tier looks like — its promise, deliverables, and outcome.

THE GUIDE:

STEP 1:

Start With the Core Promise

Fill in the blank:

The core transformation all tiers deliver is _____.

Example: "Build a predictable lead generation system."

- ✔ The outcome stays constant; delivery changes.

STEP 2:

Define Each Tier's Role

Use this table:

Tier	Description	Ideal Client	Goal	Fill in the blank:
DIY	Self-starter who wants guidance but will do the work	Learner	Gain clarity + small wins	Most of my current clients fall into the _____ category.
DWY	Client who wants coaching, feedback, accountability	Partner	Complete system setup together	
DFY	Client who wants it all done fast, no time to execute	Delegator	Full completion + results	

STEP 3:

Identify the Core Components of Your Service

List your current deliverables (from Day 1) and categorize each by how it fits into your tiers.

Deliverable	DIY	DWY	DFY
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- ✔ Don't add new stuff — just redistribute what you already do.

STEP 4:

Build the DIY Tier

Fill in the blank:

The DIY tier gives clients _____ (resource, tool, or framework). It helps them _____ (small win they can achieve alone). Support provided:
☐ Email ☐ Course ☐ Guide
☐ Community

Example: "DIY tier gives them my 'Lead Magnet Launch Guide' so they can generate their first 10 leads without ads."

- ✔ Think "accessible but incomplete."

STEP 5:

Build the DWY Tier

Fill in the blanks:

The DWY tier combines _____ (main framework) with _____ (live or guided support).
Duration: _____ weeks
Format: ☐ Weekly calls ☐ Templates
☐ Reviews ☐ Portal

Example: "We build your system together over 4 weeks — you execute, I review, we fix."

- ✔ This is your flagship — most clients land here.

STEP 6:

Build the DFY Tier

Fill in the blanks:

The DFY tier includes everything in DWY plus _____ (extra value).
Client responsibility: ☐ Minimal ☐ None
Expected turnaround time: _____ weeks

Example: "We handle the full setup, copy, design, and launch — you just approve."

- ✔ Premium = less work for them, more results guaranteed.

STEP 7:

Define the Transformation Statement for Each Tier

Use this template:

DIY: "Learn how to [outcome] with my exact framework."

DWY: "Work with me to [outcome] step-by-step."

DFY: "Let my team [outcome] for you — start to finish."

Fill in the blanks:

DIY statement: _____

DWY statement: _____

DFY statement: _____

- ✔ This becomes your sales language later.

STEP 8:

Name Each Tier

Give each level a short, punchy name that reflects the transformation.

Example:
1. DIY → "Launch Kit"
2. DWY → "Growth Accelerator"
3. DFY → "Done-For-You Engine"

Fill in the blank:

My three tier names are: _____ / _____ / _____

- ✔ Names make your offer feel premium.

STEP 9:

Check Alignment

Ask:

1. Is each tier serving the same transformation?
2. Does each tier make the next one obvious to upgrade to?
3. Can I deliver all three sustainably?

Fill in the blank:

The biggest gap between tiers right now is _____.

STEP 10:

Visualize Your Offer Ladder

Sketch or describe how your offers ascend.

Tier	Price Range	Transformation Depth
DIY	\$	1x
DWY	\$\$\$	3x
DFY	\$\$\$	10x

Fill in the blank:

The step-up incentive from DIY → DWY is _____, and from DWY → DFY is _____.

- ✔ Tomorrow, you'll attach real numbers to this ladder.

Why It's Important:

Stacking your offer isn't about complexity — it's about choice. When clients can pick between learning it, doing it with you, or having it done, they self-select their budget and speed, and you multiply your income without adding new products.

You now have the bones of your Offer Stack.

Tomorrow, we'll lock in pricing, deliverables, and fulfillment so each tier feels balanced, profitable, and scalable.

Need help identifying what to keep vs cut before you stack? Book a free strategy session:

square1grp.com/brainstormsession

DEFINE DELIVERABLES & PRICING — TURN YOUR STACK INTO A SCALABLE REVENUE MACHINE

CLARITY CREATES CONFIDENCE. YOU'RE NOT GUESSING PRICES —
YOU'RE DESIGNING TIERS THAT MAKE BUYING FEEL OBVIOUS

DELIVERABLES & PRICING

INSTRUCTIONS:

You've built your 3-tier Offer Stack. Now it's time to give each tier structure and price — not based on “what feels fair,” but on **value, effort, and scalability**.

Today's focus:

- ✔ Define exactly what's included at each level
- ✔ Set pricing that nudges clients upward
- ✔ Balance profitability with fulfillment capacity

THE GUIDE:

STEP 1:

Review Your Core Transformation

- ✔ Each tier should lead to the same outcome — just delivered differently.

Fill in the blank:

All three tiers help clients _____.

Example: “Generate consistent leads with a simple system.”

STEP 2:

List Your Deliverables Per Tier

Use the table below to define what's included (not every tiny task, just what matters to clients).

Deliverable	DIY	DWY	DFY
Templates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coaching Calls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Custom Build	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strategy Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tech Setup	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Fill in the blank:

The core deliverables that separate DWY from DFY are _____.

- ✔ Make sure every tier feels complete — not “stripped down.”

STEP 3:

Define Client Responsibility at Each Tier

Clarify what clients must do vs what you handle.

Tier	Client Role	Your Role
DIY	Implement everything solo	Provide framework + tools
DWY	Execute with guidance	Coach, review, refine
DFY	Approve only	Handle all execution

Fill in the blank:

The tier I enjoy delivering most is _____.

- ✔ This matters — passion fuels retention.

STEP 4:

Estimate Fulfillment Hours

- ✔ Approximate the time each tier requires from you or your team.

Tier	Hours to Fulfill	Cost of Delivery
DIY	____ hrs	\$ ____
DWY	____ hrs	\$ ____
DFY	____ hrs	\$ ____

Fill in the blank:

My fulfillment bottleneck is in the ____ tier.

- ✔ This will help price correctly in Step 6.

STEP 5:

Assign Tangible Value to Each Tier

Use perceived value multipliers:

1. DIY = baseline (1x)
2. DWY = transformation with guidance (3x)
3. DFY = turnkey execution (10x)

Fill in the blank:

If DIY is worth \$1,000, my DWY is worth \$, and DFY is worth \$.

- ✔ The ratio matters more than the raw number.

STEP 6:

Set Strategic Pricing

Use the “stair-step” formula:

DIY = Anchor
DWY = 2.5–3x DIY
DFY = 3–4x DWY

Fill in the blanks:

DIY = \$ ____
DWY = \$ ____
DFY = \$ ____

- ✔ If someone can afford DFY, it should be a no-brainer over DWY.

STEP 7:

Add a Payment Plan Option (Optional)

- ✔ Keeps tiers accessible without cheapening them.

Fill in the blanks:

Payment plan for DWY = \$ ____ x ____ months

Payment plan for DFY = \$ ____ x ____ months

- ✔ Never offer payment plans for DIY unless automated.

STEP 8:

Identify Profit Margins

Use this quick math:
(Price – Cost of Delivery) ÷ Price = Profit %

Tier	Price	Cost	Profit %
DIY	\$	\$	%
DWY	\$	\$	%
DFY	\$	\$	%

Fill in the blank:

My highest profit margin is in the _____ tier.

- ✔ Ideally, DWY should carry your best margin.

STEP 9:

Align Pricing with Psychology

Ask yourself:

1. Does the price feel too low to be taken seriously?
2. Does each step feel like a clear upgrade?
3. Would I buy my own DFY tier at that price?

Fill in the blank:

The psychological “sweet spot” for my DWY tier is around \$ ____.

- ✔ Most buyers gravitate to the middle tier when pricing is done right.

STEP 10:

Pressure-Test Your Stack

Rate each tier 1–10 for these:

Criteria	DIY	DWY	DFY
Value Clarity			
Price Confidence			
Deliverability			
Scalability			

Fill in the blank:

The one tier I need to refine further before launch is _____.

Why It's Important:

Pricing isn't about numbers — it's about structure. When your tiers are balanced by value and delivery effort, you can scale revenue without scaling workload. This step turns “hopeful pricing” into a **strategic sales ladder** that moves clients upward automatically.

You've defined what each tier delivers and what it's worth.

Tomorrow, we'll make your stack sell itself by crafting your **positioning and presentation system** — how to pitch it so clients instantly get it.

Need help validating your pricing or margins before launch? Book a free strategy session:

square1grp.com/brainstormsession

POSITION & PRESENT YOUR STACK— MAKE CLIENTS INSTANTLY SEE THE DIFFERENCE (AND CHOOSE THE MIDDLE)

YOU DON'T SELL OFFERS — YOU SELL CLARITY. WHEN CLIENTS UNDERSTAND THE DIFFERENCE BETWEEN YOUR TIERS IN 10 SECONDS, YOUR SALES CALLS CLOSE THEMSELVES.

POSITION & PRESENT

INSTRUCTIONS:

You've built your offer stack and priced it. Now it's time to make it **visually and verbally undeniable**.

The goal today is to:

- ✔ Craft messaging that clearly separates your tiers
- ✔ Build a visual comparison that drives upgrades
- ✔ Create a simple way to pitch or present your stack on calls, in decks, or on landing pages

By the end of this worksheet, you'll have a **ready-to-sell Offer Stack Presentation** — one that makes your DWY the “goldilocks” choice for 80% of buyers.

THE GUIDE:

STEP 1:

Start With the Core Promise

- ✔ Remind prospects what all 3 tiers have in common: the transformation.

Fill in the blank:

All three tiers help clients _____.

Example: “Build a predictable client acquisition system.”

- ✔ Keep this identical across all tiers — it's your anchor.

STEP 2:

Define the Tier Personality

Give each level its own character — how it feels to buy it.

Tier	Buyer Type	Motivation	Tone
DIY	Independent	"I can figure it out."	Casual / self-reliant
DWY	Collaborative	"I want guidance."	Supportive / confident
DFY	Delegator	"Just do it for me."	Premium / done-right

Fill in the blank:

Most of my leads resonate with the _____ tone.

- ✔ This helps guide your messaging and copywriting later.

STEP 3:

Write Each Tier's Headline

Use these templates:

- DIY: “Learn how to [desired result] with my proven system.”
- DWY: “Work with me to [desired result] step-by-step.”
- DFY: “Let my team [desired result] for you — fast and flawless.”

Fill in the blank:

DIY headline: _____

DWY headline: _____

DFY headline: _____

- ✔ Headlines are what clients scan first — clarity > cleverness.

STEP 4:

Write the Core Value Proposition for Each Tier

Use this structure:

“This tier is perfect for [type of client] who wants to [main goal] without [pain point].”

Example: “This tier is perfect for DIY founders who want to generate leads without hiring an agency.”

Fill in the blanks:

DIY: _____ DWY: _____ DFY: _____

- ✔ You'll reuse these on landing pages and sales decks

STEP 5:

Build the Offer Comparison Table

- ✔ Create a 3-column table that visually separates what's included.

Feature	DIY	DWY	DFY
Framework Access	✔	✔	✔
1:1 Support	✗	✔	✔
Done-For-You Build	✗	✗	✔
Launch Strategy	✔	✔	✔
Private Slack Access	✗	✔	✔
Implementation	✗	Partial	Full

Fill in the blank:

The one feature that best differentiates my DFY tier is _____.

- ✔ Keep the DWY column stacked with value — that's the anchor.

STEP 6:

Create the “Why Most Choose DWY” Line

Fill in the blanks:

“Most of our clients choose the [DWY name] because they get [benefit 1] + [benefit 2] without [pain].”

Example: “Most choose the Growth Accelerator because they get clarity + accountability without hiring a full team.”

- ✔ This line should appear anywhere you show pricing.

STEP 7:

Craft a Simple Pitch Script for Sales Calls

Use this flow:

“So I offer three ways to help you [achieve outcome].

The first is [DIY Name], which gives you the framework and tools to do it yourself. The next is [DWY Name], where we build it together — that's what most people go with. And for those who want it done 100%, we offer [DFY Name], where my team handles everything end-to-end. Which version sounds like the best fit for you right now?”

Fill in the blanks:

My offer names: DIY = _____, DWY = _____, DFY = _____

- ✔ This script keeps you in control while letting clients self-select.

STEP 8:

Create Your Visual Offer Ladder

Sketch or describe your tier hierarchy visually (this becomes Pau's graphic).

Tier	Price	Promise	Tagline
DFY	\$	Fastest path	“We do it all for you.”
DWY	\$	Best balance	“We build it together.”
DIY	\$	Entry point	“You do it — with my blueprint.”

- ✔ Visual cues help buyers pick the middle tier automatically.

Fill in the blank:

The visual I want Pau to create should highlight _____ (e.g., middle tier glow, progress arrows, clear pricing gaps).

STEP 9:

Add Risk Reversal and Scarcity

Example:

- “30-day Love It or Leave It Guarantee.”
- “Only taking 5 DFY clients this quarter.”

Fill in the blank:

My risk reversal or scarcity statement: _____

- ✔ Build confidence and urgency into your presentation.

- ✔ This makes your offer feel safe and time-sensitive.

STEP 10:

Pressure Test It for Clarity

Ask three people (clients, friends, or team) to look at your offer stack and tell you:

- Which offer they'd pick
- Why
- What's unclear

Fill in the blank:

The biggest clarity gap my reviewers pointed out was _____.

- ✔ Fix confusion now — clarity is the new persuasion.

Why It's Important:

You can have the best pricing and offer in the world, but if people can't see the difference between your tiers, they default to doing nothing. Positioning turns your offer into a no-brainer choice — and when you frame your DWY as the “smart decision,” it becomes the natural close every time.

You now have your 3-tier offer positioned, messaged, and ready to sell. Tomorrow, we'll package everything into The Offer Stack Playbook — your system for presenting, pricing, and scaling without confusion.

Your offer has value— now make it undeniable.

This playbook guides you through auditing your offer, stacking your deliverables, setting your pricing, and positioning your offer for maximum conversion.

Make your offer the no-brainer in your market. Start inside.

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