

AUDIT HOW HARD IT IS TO BUY FROM YOU

IF BUYERS NEED A LONG EXPLANATION TO UNDERSTAND YOUR OFFER, BUYING FEELS RISKY.

OFFER CLARITY

HOW TO USE THIS WORKSHEET

Most solopreneurs believe prospects don't buy because of price, timing, or competition. In reality, many prospects don't buy because the offer feels confusing, complicated, or risky

When buyers don't clearly understand what they're getting, what happens next, or how results are produced, delay becomes safer than action. Today you audit how easy — or difficult — it actually is to buy from you. The goal is to expose friction in your offer so we can remove it later this week.

THE WORKSHEET:

<p>1. Describe your offer in one sentence</p> <p>Finish this sentence: "I help _____ achieve _____ by _____."</p> <p>Example: I help service businesses get consistent leads by building automated marketing systems. Write yours:</p> <p>If this took effort or feels unclear, buyers feel that confusion too.</p>	<p>2. Measure explanation length</p> <p>Answer honestly: When prospects ask what you do, how long does it usually take to explain?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Under 30 seconds <input type="checkbox"/> 1 minute <input type="checkbox"/> 2-3 minutes <input type="checkbox"/> 5+ minutes <p>Circle yours: _____</p> <p>Long explanations increase hesitation.</p>	<p>3. Identify offer complexity</p> <p>Check what buyers must understand before saying yes:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Scope of work <input type="checkbox"/> Pricing tiers <input type="checkbox"/> Customization options <input type="checkbox"/> Process steps <input type="checkbox"/> Deliverables <input type="checkbox"/> Timelines <input type="checkbox"/> Results expectations <input type="checkbox"/> Implementation details <p>The more they must process, the harder decisions become.</p>	<p>4. Count buying options</p> <p>Fill in: How many service options or packages do you offer? _____</p> <p>More options often create paralysis, not flexibility.</p>	<p>5. Identify customization friction</p> <p>Finish this sentence: "My proposals usually require customization because _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • every client is different • services aren't standardized • pricing varies often <p>Write yours: _____</p> <p>Customization increases buying uncertainty.</p>
<p>6. Identify buyer confusion points</p> <p>Finish this sentence: "Prospects usually ask _____ before deciding."</p> <p>Examples:</p> <ul style="list-style-type: none"> • what happens next • how long it takes • what results look like • what's included <p>Write yours: _____</p> <p>Questions often reveal offer friction.</p>	<p>7. Identify comparison triggers</p> <p>Finish this sentence: "Prospects often compare me to _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • cheaper competitors • DIY solutions • agencies • other consultants <p>Write yours: _____</p> <p>If comparison is common, clarity is weak.</p>	<p>8. Measure buying confidence</p> <p>Answer honestly: Do prospects clearly understand what success looks like before buying?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> Somewhat <input type="checkbox"/> Not really <p>Check yours: _____</p> <p>Unclear outcomes create hesitation.</p>	<p>9. Identify buying friction</p> <p>Finish this sentence: "Buying from me feels risky because _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • results aren't guaranteed • process feels unclear • investment feels uncertain <p>Write yours: _____</p> <p>Risk slows decisions.</p>	<p>10. Lock the realization</p> <p>Finish this sentence: "My problem isn't leads. My problem is _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • offer clarity • buying simplicity • decision friction • packaging complexity <p>Write yours: _____</p>

Why This Matters:

When offers feel complicated, buyers hesitate. When buying feels simple, decisions happen faster. Today exposed how much friction lives inside your offer. Tomorrow we diagnose exactly what makes your offer feel confusing so we can simplify the path to commitment.

If you want help simplifying your offer so buying becomes easy and decisions happen faster:

<https://square1grp.com/brainstormsession>