

DIAGNOSE OFFER COMPLEXITY AND SCOPE CONFUSION

BUYERS DON'T DELAY BECAUSE THEY'RE UNSURE ABOUT YOU. THEY DELAY BECAUSE THEY'RE UNSURE WHAT THEY'RE BUYING.

OFFER COMPLEXITY

HOW TO USE THIS WORKSHEET

Yesterday you measured how hard it is to buy from you. Today we pinpoint why. Most offers don't fail because they're bad.

They fail because buyers can't clearly see what happens after they say yes. This worksheet helps you identify exactly where confusion lives inside your offer so we can remove it.

THE WORKSHEET:

1. Identify where prospects get confused Finish this sentence: "Prospects usually get confused when I explain _____." Examples: <ul style="list-style-type: none">• what's included• how long it takes• what happens first• pricing structure• deliverables Write yours: _____	2. Identify unclear deliverables Finish this sentence: "Clients aren't always sure whether they're getting _____." Examples: <ul style="list-style-type: none">• ongoing support• implementation help• strategy guidance• execution work Write yours: _____	3. Identify process confusion Finish this sentence: "Clients don't clearly understand what happens after _____." Examples: <ul style="list-style-type: none">• payment• signing agreement• starting work Write yours: _____	4. Identify timeline uncertainty Answer honestly: Do buyers clearly understand how long results take? <input type="checkbox"/> Yes <input type="checkbox"/> Somewhat <input type="checkbox"/> Not really Check yours. Unclear timelines slow decisions.	5. Identify pricing confusion Finish this sentence: "Prospects hesitate about pricing because _____." Examples: <ul style="list-style-type: none">• they don't understand value• pricing feels inconsistent• options feel complicated Write yours: _____
6. Identify outcome uncertainty Finish this sentence: "Prospects aren't sure what success looks like because _____." Examples: <ul style="list-style-type: none">• results aren't defined• metrics aren't clear• expectations vary Write yours: _____	7. Identify decision friction Finish this sentence: "Prospects delay decisions because they still need clarity on _____." Examples: <ul style="list-style-type: none">• process• results• commitment level• risk Write yours: _____	8. Identify customization overload Finish this sentence: "I change my offer frequently because _____." Examples: <ul style="list-style-type: none">• every client requests something different• scope changes often• pricing shifts deal-to-deal Write yours: _____	9. Identify the biggest complexity driver Finish this sentence: "My offer feels complex because _____." Examples: <ul style="list-style-type: none">• too many variables• unclear structure• too many options Write yours: _____	10. Lock the diagnosis Finish this sentence: "My offer doesn't struggle because of price. It struggles because of _____." Examples: <ul style="list-style-type: none">• confusion• complexity• lack of clarity• scope uncertainty Write yours: _____

Why This Matters:

When buyers feel uncertain, delay feels safer than action. The more mental effort required to understand an offer, the slower decisions happen. Tomorrow we rebuild your offer so buyers immediately understand what they're getting and feel confident saying yes.

If you want help simplifying your offer so buyers clearly understand and commit faster:

<https://square1grp.com/brainstormsession>