

# REBUILD OFFER STRUCTURE FOR EASY DECISIONS

IF BUYERS NEED TO FIGURE YOUR OFFER OUT, THEY WON'T BUY IT.

OFFER STRUCTURE

## HOW TO USE THIS WORKSHEET

Now that you've identified where confusion and complexity live, today we fix it. Most offers fail not because they're weak, but because buyers must work too hard to understand them. When buying feels mentally heavy, prospects delay.

Today you redesign your offer so prospects quickly understand what they're getting, how it works, and why it makes sense to move forward.

The goal is to make buying feel obvious instead of complicated.

## THE WORKSHEET:

<p><b>1. Simplify your core promise</b></p> <p>Finish this sentence: "My offer helps clients achieve _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• more predictable revenue</li> <li>• consistent leads</li> <li>• better financial clarity</li> <li>• higher client retention</li> </ul> <p>Write yours: _____</p> <p>If this isn't instantly clear, buying slows.</p>	<p><b>2. Define the main problem you solve</b></p> <p>Finish this sentence: "My clients hire me because they struggle with _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• inconsistent lead flow</li> <li>• low conversions</li> <li>• unclear financial decisions</li> </ul> <p>Write yours: _____</p> <p>Clarity speeds decisions.</p>	<p><b>3. Define your core solution path</b></p> <p>Finish this sentence: "We solve this problem by _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• building lead systems</li> <li>• installing sales processes</li> <li>• improving financial visibility</li> </ul> <p>Write yours: _____</p> <p>Buyers must understand how results happen.</p>	<p><b>4. Reduce option overload</b></p> <p>Answer honestly: How many service options do buyers actually need?</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> One core offer</li> <li><input type="checkbox"/> Two options</li> <li><input type="checkbox"/> Three options</li> <li><input type="checkbox"/> Four or more</li> </ul> <p>Check yours. Too many choices slow commitment.</p>	<p><b>5. Define the first step after purchase</b></p> <p>Finish this sentence: "After a client says yes, the first thing that happens is _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• kickoff call</li> <li>• onboarding session</li> <li>• strategy setup</li> </ul> <p>Write yours: _____</p> <p>Clear beginnings reduce hesitation.</p>
<p><b>6. Define the result timeline</b></p> <p>Finish this sentence: "Clients typically begin seeing progress within _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• 30 days</li> <li>• 60 days</li> <li>• 90 days</li> </ul> <p>Write yours: _____</p> <p>Timelines create expectation safety.</p>	<p><b>7. Clarify deliverables</b></p> <p>Finish this sentence: "Clients always receive _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• weekly reporting</li> <li>• campaign setup</li> <li>• sales scripts</li> <li>• implementation support</li> </ul> <p>Write yours: _____</p> <p>Consistency builds trust.</p>	<p><b>8. Remove unnecessary customization</b></p> <p>Finish this sentence: "I will stop customizing _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• pricing</li> <li>• scope</li> <li>• packages</li> </ul> <p>Write yours: _____</p> <p>Standardization speeds decisions.</p>	<p><b>9. Define why your offer is easier to buy</b></p> <p>Finish this sentence: "My offer is easier to buy because _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• it's simple</li> <li>• the process is clear</li> <li>• results are defined</li> </ul> <p>Write yours: _____</p> <p>Ease creates momentum.</p>	<p><b>10. Lock the redesign principle</b></p> <p>Finish this sentence: "Offers should be structured for _____, not flexibility."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• clarity</li> <li>• decisions</li> <li>• simplicity</li> </ul> <p>Write yours: _____</p>

### Why This Matters:

Buyers don't fear investing. They fear confusion. When offers are simple and structured, decisions happen faster. When offers feel complex, delay feels safer. Tomorrow we install the final system so your offer consistently converts interest into commitment.

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

<https://square1grp.com/brainstormsession>