

INSTALL AN EASY-TO-BUY OFFER COMMITMENT SYSTEM

IF BUYING ISN'T STRUCTURED, HESITATION BECOMES THE DEFAULT.

EASY-TO-BUY OFFER

HOW TO USE THIS WORKSHEET

You've now identified where confusion lives and simplified how your offer is structured. Today we make buying inevitable by installing a commitment system that guides prospects to a decision instead of leaving them to figure things out alone.

This worksheet converts your offer from something people consider into something they confidently commit to.

THE WORKSHEET:

1. Define the purpose of your offer conversation Finish this sentence: "The purpose of my offer conversation is to produce _____." Examples: <ul style="list-style-type: none">• a decision• a commitment• a clear next step• a yes or no Write yours: _____	2. Define the commitment action Finish this sentence: "When someone commits, they _____." Examples: <ul style="list-style-type: none">• make payment• sign agreement• schedule kickoff• start onboarding Write yours: _____	3. Install decision framing early Finish this sentence: "At the start of conversations, I will tell prospects _____." Examples: <ul style="list-style-type: none">• we'll decide next steps together• today we'll determine if this makes sense• we'll know by the end of this call Write yours: _____	4. Define your decision moment Finish this sentence: "The decision happens _____." Examples: <ul style="list-style-type: none">• at the end of the call• after reviewing the offer• after questions are handled Write yours: _____	5. Install decision boundaries Finish this sentence: "If someone isn't ready to decide, then _____." Examples: <ul style="list-style-type: none">• we revisit later• we pause the opportunity• we close the loop for now Write yours: _____ Boundaries prevent endless follow-up.
6. Remove buying drift Finish this sentence: "I will no longer allow buyers to leave without _____." Examples: <ul style="list-style-type: none">• clear next steps• a decision• a defined timeline Write yours: _____	7. Frame the cost of inaction Finish this sentence: "If nothing changes, the client continues experiencing _____." Examples: <ul style="list-style-type: none">• lost revenue• inconsistent growth• ongoing frustration Write yours: _____ Without consequence, delay feels safe.	8. Create your commitment script Example template: "The goal here is to decide whether moving forward makes sense. If it does, we'll get started today. If not, we'll close the loop cleanly." Write your version: _____	9. Install your operating rule Finish this sentence: "From now on, every offer conversation ends with _____." Examples: <ul style="list-style-type: none">• a decision• clear commitment• next steps scheduled Write yours: _____	10. Lock the principle rule Finish this sentence: "Easy-to-buy offers create _____, not hesitation." Examples: <ul style="list-style-type: none">• decisions• momentum• commitment Write yours: _____

Why This Matters:

Confusing offers create delay. Clear offers create decisions. When commitment is structured into your offer process, prospects move forward with confidence instead of hesitation. An easy-to-buy offer doesn't pressure buyers. It gives them clarity.

If you want help installing an offer system that makes committing simple and natural:

<https://square1grp.com/brainstormsession>