

**PRICE**  
STRUCTURE  
CLARITY  
CONFUSION  
COMMIT  
COMPLEXITY  
OFFER  
CONFUSION

# THE EASY-TO-BUY OFFER PLAYBOOK

If it's hard to understand, it's hard to sell.

# 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:

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

## 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>

# 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:

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

### 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>

# 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:

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| <p><b>1. Simplify your core promise</b></p> <p>Finish this sentence:<br/>"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:<br/>"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:<br/>"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:<br/>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.<br/>Too many choices slow commitment.</p> | <p><b>5. Define the first step after purchase</b></p> <p>Finish this sentence:<br/>"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:<br/>"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:<br/>"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:<br/>"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:<br/>"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:<br/>"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>

# 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:

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

### 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>

# Most stalled deals aren't about price — they're about friction.

This workbook helps you audit how hard it actually is to buy from you, uncover where complexity and scope confusion slow decisions down, rebuild your offer structure for clarity, and install a commitment system that makes saying yes feel simple and safe.

Stop making prospects work to understand your value. Make buying easy. Open the workbook and simplify your path to yes.

[square1grp.com/brainstormsession](https://square1grp.com/brainstormsession)

