



Course 2 Workbook

Value and Offers. Build it section by section. By the end you will hold a complete, repeatable offer.

Session 1, From Value to Offer

An offer is value made tangible. Lead with the outcome, not the features.

My core offer in one sentence: "I help _____ achieve _____ through _____, so they can _____."

The real transformation my customer is actually buying:

Three people I will test this sentence on this week:

Session 2, The Value Stack

Price is only expensive in the absence of value. Stack the value high.

Every component of my offer, with a dollar value beside each:

Total perceived value, and the price I will set well below it:

The cost of the problem if they never solve it:

Session 3, Pricing with Worth

Underpricing is poor stewardship of the gift. Price for transformation, not hours.

One offer repriced by the outcome's value, not my time:

Where I am underpricing out of fear, and what it costs the mission:

The new price I will quote out loud, without flinching:

Session 4, Package and Productize

Turn what works into a repeatable process you can run again and again.

The one-off work I keep reinventing that I will turn into a package:

The fixed steps of my productized offer, start to finish:

What I will name this package:

Session 5, Reverse the Risk

Carry the fear so your customer does not have to. Make yes safe.

The honest guarantee I can stand behind:

The biggest fear that stops my customer from saying yes:

How my guarantee removes that fear:

Session 6, The Second Mile

Over-deliver on purpose. The world notices a second-mile spirit.

One unexpected extra I will build into every order:

A way I will surprise my next customer beyond what they paid for:

How I will turn happy customers into people who tell others:



Capstone: Value and Offers

Pull this course together in one sentence you could say out loud.

What I will put into practice from Value and Offers, in one sentence:
