



Course 2, Value & Offers: Building What People Gladly Pay For

Block 2 of the Crown Revenue Academy · Now that the foundation is set (Course 1), we get practical: how to turn the value God has put in you into an offer people are glad to buy.

Course Overview

In Course 1 we established the worldview: work is worship, business is loving your neighbor at scale, and you're a steward of God-given talents. Course 2 puts hands and feet on it. An idea, a skill, or even a calling doesn't help anyone until it's packaged into an **offer**, something with a clear outcome, a fair price, and a path for someone to say "yes."

This course is unapologetically practical. But every tactic is anchored in Scripture, because *how* you build your offer is a matter of character, not just strategy. We'll borrow the best of modern offer-building (Myron Golden, and yes, even secular frameworks where they're useful) and run it through a biblical filter.

Who it's for: Anyone with something to sell, a service, product, coaching, trade, or ministry resource, who wants it to actually move, without compromising integrity.

Format: 6 bi-weekly sessions, 60 to 75 minutes each, always free. Same rhythm as Course 1.

What you'll walk away with: - A **core offer** defined by outcome, not deliverables - A **value stack** where what they get dwarfs what they pay - A **price** set by worth and transformation, not hours - A **productized package** you can sell again and again - An **honest guarantee** that makes saying "yes" safe - A built-in **"second mile"** that turns customers into raving fans

The rhythm of every session: Big Idea → Anchor Scripture → Biblical Case Study → Teaching Points → Real Application → Discussion → Go Deeper (book + podcast).

Session 1, From Value to Offer

Big Idea: Value sitting in your head helps no one. An *offer* is value made tangible, specific, and exchangeable, and great offers sell an outcome, not a list of features.

Anchor Scripture: Matthew 13:44 to 46 (the hidden treasure & the pearl of great price); Proverbs 3:13 to 15 ("Wisdom is more precious than jewels").

Biblical Case Study: The Pearl of Great Price (Matthew 13:45 to 46). Jesus describes a merchant "in search of fine pearls, who, on finding one pearl of great value, went and sold all that he had and bought it." Notice the dynamics of a great offer: the merchant **recognized the value**, the value was **worth more than the price**, and he paid **gladly and fully**. That's the target for every offer you build, when someone perceives the value clearly, the price feels small. Your job isn't to trick anyone into buying; it's to make the genuine value so clear that saying yes is obvious.

Teaching Points: 1. People don't buy products or services, they buy **outcomes and transformations**. 2. A confused mind says no. Clarity is kindness: say exactly what they get and what changes. 3. Lead with the result ("you'll walk away with X"), then explain the mechanism. 4. If you can't state your offer in one clear sentence, neither can your customer.

Real Application: - *In the room:* Write your **core offer** in one sentence: "I help [who] achieve [specific outcome] through [mechanism], so they can [bigger result]." - *This week:* Test that sentence on 3 people. If their eyes light up, you're close. If they look confused, sharpen it.

Discussion: - Are you currently selling features/deliverables or outcomes? What's the difference for your customer? - What's the "great pearl" your best customers are really after?

Go Deeper: **Read:** *\$100M Offers* by Alex Hormozi (*secular, but the modern standard on offer construction*) ·

Listen: *B.O.S.S. Moves Podcast* by Dr. Myron Golden

Session 2, The Value Stack: When Worth Dwarfs Price

Big Idea: Price is only "expensive" in the absence of value. Stack the value high enough and the price becomes an easy yes.

Anchor Scripture: Genesis 23:1 to 20 (Abraham buys the cave of Machpelah); Proverbs 11:1 ("a just weight is His delight").

Biblical Case Study: Abraham and the Cave of Machpelah (Genesis 23). When Sarah dies, Abraham negotiates to buy a burial site. What's striking is the **transparency and honor** of the exchange. The value (400 shekels) is named openly, weighed out "according to the weights current among the merchants," and the transaction is witnessed publicly. Abraham insists on paying *full, fair price* rather than taking it as a gift, he wanted clean, honorable ownership. A godly offer is built the same way: the value is real, the exchange is transparent, and both sides walk away honored, not hustled.

Teaching Points: 1. **Value-stacking** (a Myron Golden staple): list every outcome, bonus, and piece of support so the total perceived value far exceeds the price. 2. Anchor the price against the *cost of the problem*, not against competitors. 3. Honor the exchange, like Abraham, build offers you'd be proud to have witnessed publicly. 4. Bonuses should remove obstacles to the result, not just pad the list.

Real Application: - *In the room:* Build your **value stack**, every component of your offer with a dollar value beside it. Total it. Set your price well below that total. - *This week:* Calculate the **cost of the problem** you solve (what it costs them to NOT solve it). Use it to frame your price.

Discussion: - What's the true cost, money, time, stress, of the problem you solve left unsolved? - How do you stack value without crossing into hype or false promises?

Go Deeper: **Read:** *B.O.S.S. Moves* by Dr. Myron Golden · **Listen:** *The Game* by Alex Hormozi (*offers & value*)

Session 3, Pricing with Worth: Don't Bury the Gift

Big Idea: Chronically underpricing isn't humility, it's poor stewardship of the gift God put in you, and it usually serves you and your customer poorly.

Anchor Scripture: Luke 10:7 & 1 Timothy 5:18 (“the laborer deserves his wages”); Matthew 20:1 to 16 (the workers in the vineyard).

Biblical Case Study: The Workers in the Vineyard (Matthew 20:1 to 16). A landowner hires workers throughout the day and pays them all the same agreed wage. When the early workers grumble, he answers: “Am I not allowed to do what I choose with what belongs to me?” Two lessons for pricing: first, **the value of work isn’t only hours**, the owner set generous terms by his own judgment of worth. Second, **honor your agreements**, what’s promised is paid. Pair this with “the laborer deserves his wages” (Luke 10:7): Scripture consistently affirms being fairly paid for value delivered. Pricing yourself too low can dishonor the gift and quietly signal low value to the very people you want to serve.

Teaching Points: 1. Price for **transformation and value**, not for the hours it takes you. 2. Underpricing attracts the wrong clients and starves the mission (remember your giving covenant, you can’t give what you don’t earn). 3. Raising prices is often raising *quality and commitment*, yours and theirs. 4. Set the price, name it with confidence, and keep your agreements.

Real Application: - *In the room:* Reprice one offer based on the **outcome’s value** to the customer, not your time. Sit with the discomfort. - *This week:* Quote that new price to the next qualified prospect, out loud, without flinching or discounting.

Discussion: - Where are you underpricing out of fear, and what’s it costing the mission? - How do you hold “the laborer is worthy” together with serving people who genuinely can’t pay (pro bono)?

Go Deeper: **Read:** *Thou Shall Prosper* by Rabbi Daniel Lapin · **Listen:** *The Rabbi Daniel Lapin Podcast*

Session 4, Package & Productize: From One-Off to Repeatable

Big Idea: Custom work traps you. Systematize your value into a repeatable package and you can serve more people with less chaos.

Anchor Scripture: Genesis 41:46 to 49 (Joseph systematizes Egypt’s grain); Proverbs 21:5 (“the plans of the diligent lead surely to abundance”).

Biblical Case Study: Joseph’s Grain System (Genesis 41:46 to 49). Given seven years to prepare for famine, Joseph doesn’t improvise. He builds a **repeatable system**: gather a fixed percentage, store it in designated cities, track it until “he ceased to measure, for it could not be measured.” He turned a one-time insight into a scalable operation that fed nations. That’s productizing, taking what works and building it into a process you can run again and again at scale, instead of reinventing it every time.

Teaching Points: 1. A **productized offer** has a defined scope, process, deliverables, and price, no reinventing each time. 2. Systems free you from being the bottleneck and make your value transferable to a team later. 3. Tiered packages (good / better / best) let people self-select by budget and need. 4. Document the process, it’s the seed of training, delegation, and scale (Course 6).

Real Application: - *In the room:* Take one service you do custom and **productize it**, name it, fix the scope, list the steps, set the price. - *This week:* Write the simple step-by-step “playbook” for delivering it the same way every time.

Discussion: - Where are you the bottleneck because everything is custom? - What would a “good / better / best” version of your offer look like?

Go Deeper: **Read:** *EntreLeadership* by Dave Ramsey · **Listen:** *Faith Driven Entrepreneur*

Session 5, Reverse the Risk: Make “Yes” Safe

Big Idea: Every buyer fears making a mistake. When you shoulder some of that risk, you remove the biggest obstacle to “yes”, and you imitate the way God deals with us.

Anchor Scripture: Genesis 43:8 to 9 (Judah pledges himself as surety for Benjamin); Luke 10:35 (the Good Samaritan).

Biblical Case Study: Judah’s Surety & the Good Samaritan. When the family hesitates to risk Benjamin, Judah steps in: “I will be a pledge of his safety. From my hand you shall require him” (Gen 43:9). He personally guarantees the outcome. Likewise, the Good Samaritan tells the innkeeper, “Take care of him, and whatever more you spend, I will repay you” (Luke 10:35), he absorbs the unknown future cost. Both **take the risk off the other party**. A strong guarantee does exactly this: you carry the fear so your customer doesn’t have to.

Teaching Points: 1. Risk-reversal (a guarantee) shifts fear from the buyer to you, and signals real confidence. 2. Make guarantees **honest and honorable**, only promise what you’ll truly stand behind (let your yes be yes, Matthew 5:37). 3. Strong guarantees often *increase* profit because they increase conversion more than they increase refunds. 4. Stand behind your work like Judah stood behind Benjamin, it builds trust that compounds.

Real Application: - *In the room:* Design a **guarantee/risk-reversal** for your core offer that you can genuinely honor. - *This week:* Add it to how you present the offer and watch how people respond.

Discussion: - What’s the #1 fear stopping your prospects from buying? How could you absorb it? - Where’s the line between a bold guarantee and an unwise promise?

Go Deeper: **Read:** *\$100M Offers* by Alex Hormozi (*guarantees chapter*) · **Listen:** *B.O.S.S. Moves Podcast* by Dr. Myron Golden

Session 6, The Second Mile: Over-Deliver and Create Raving Fans

Big Idea: The cheapest, most powerful marketing on earth is a customer you stunned by going beyond what they paid for.

Anchor Scripture: Matthew 5:41 (“If anyone forces you to go one mile, go with him two”); Genesis 24:18 to 20 (Rebekah at the well).

Biblical Case Study: Rebekah Waters the Camels (Genesis 24:18 to 20). Abraham’s servant asks Rebekah only for a drink of water. She gives it, and then volunteers, “I will draw water for your camels also, until they have finished drinking.” Ten thirsty camels can drink dozens of gallons; this was enormous extra effort no one required. Her **second-mile spirit** revealed her character and opened her destiny, she became the answer to the servant’s prayer. Over-delivery isn’t a gimmick; it’s a heart posture that the world notices and rewards.

Teaching Points: 1. Meeting expectations earns a transaction; **exceeding** them earns an advocate. 2. Build one deliberate “extra mile” into your delivery, an unexpected bonus, a personal touch, a follow-up. 3. Raving

fans are your referral engine; over-delivery is the fuel (Course 3 builds on this). 4. The second mile reveals character, and character is the real brand.

Real Application: - *In the room*: Design one “second-mile” moment to build into every customer’s experience. - *Capstone (This Week)*: Assemble your **complete offer**, outcome statement + value stack + price + guarantee + second-mile, into one page. Be ready to present it next session.

Discussion: - When has a business stunned you by over-delivering? What did it earn from you? - What’s one extra mile you could add this week that costs little but means a lot?

Go Deeper: **Read:** *Business by the Book* by Larry Burkett · **Listen:** *TGIF, Today God Is First* by Os Hillman

The Academy Library (Course 2 Reading List)

- ★ *B.O.S.S. Moves*, Dr. Myron Golden (*value & scaling*)
- ★ *\$100M Offers*, Alex Hormozi (*offer construction, secular but excellent*)
- ★ *Thou Shall Prosper*, Rabbi Daniel Lapin (*pricing & the ethics of profit*)
- *Business Secrets from the Bible*, Rabbi Daniel Lapin
- *EntreLeadership*, Dave Ramsey (*packaging & systems*)
- *Business by the Book*, Larry Burkett

The Podcast Rotation

- **Listen:** *B.O.S.S. Moves Podcast*, Dr. Myron Golden (*offers, value, scaling*)
 - **Listen:** *The Game*, Alex Hormozi (*tactical offers & pricing*)
 - **Listen:** *The Rabbi Daniel Lapin Podcast* (*biblical money wisdom*)
 - **Listen:** *Faith Driven Entrepreneur* (*building with conviction*)
 - **Listen:** *TGIF, Today God Is First*, Os Hillman (*daily marketplace devotional*)
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Instructor Notes (for Fred)

70-minute run-of-show: Welcome & recap (5) → Teaching (15) → Case study read-through (15) → Build-it application, in pairs (15) → Discussion (15) → Assign + book/podcast + prayer (5).

Tips: - This course is build-as-you-go, by Session 6 each student should hold a finished one-page offer. Keep them building, not just listening. - When you use secular sources (Hormozi), name it plainly and show students how to run the tactic through a biblical filter, that *is* the teaching. - Collect the finished offers; they become Course 3’s marketing raw material and your testimonials.

Where this leads: Course 3, *Marketing That Tells the Truth* (audience, story, honest promotion). It’s next in the build.

Expanded Resource Pack (Course 2)

Mainstream, reputable resources that sharpen the value and offer themes of this course. Each links to where you can find it. Use them, and keep them under the lordship of Christ.

Secular Business Books

- [\\$100M Offers by Alex Hormozi](#) (the modern standard on building offers)
- [Obviously Awesome by April Dunford](#) (positioning, so the right people understand your value)
- [The Mom Test by Rob Fitzpatrick](#) (how to learn what people really value)
- [Influence by Robert Cialdini](#) (the psychology of honest persuasion)
- [Building a StoryBrand by Donald Miller](#) (clarifying your message so it actually sells)
- [The 1 Page Marketing Plan by Allan Dib](#) (a simple plan to take an offer to market)

Blogs and Publications (free, reputable)

- [Harvard Business Review](#) (search their work on pricing and value propositions)
- [First Round Review](#) (pricing and go to market)
- [Lenny's Newsletter](#) (product, growth, and pricing, widely respected)
- [Andreessen Horowitz \(a16z\)](#) (how value and markets really work)
- [Strategyzer blog](#) (value proposition design)

Free Online Courses (audit for free)

- [Y Combinator Startup School](#) plus [How to Talk to Users](#)
- [Coursera: Introduction to Marketing, Wharton](#) (free to audit)
- [Coursera value proposition courses from Strategyzer](#) (free to audit)
- [HarvardX on edX](#) (choose Audit for free)

Watch (reputable YouTube)

- [Y Combinator: How to Talk to Users and How to Evaluate Startup Ideas](#)
- [April Dunford on positioning](#)
- [Harvard Business Review channel](#)
- [Alex Hormozi channel](#) (sharp on offers and value, secular, so run it through a biblical filter)

Devotional: Value, Worth, and Honest Gain (a 6 Day Reading Plan)

Each day, read the verse, sit with the insight, answer the question in writing, then pray.

Day 1: Good Work Is Profitable ([Proverbs 31:18](#))

She perceives that her merchandise is profitable, and Scripture praises her for it. There is a quiet lie that says making money is slightly dirty and that holy people should be a little broke. This verse breaks it. Creating real value and being fairly paid is not greed, it is good and faithful work, and a profitable enterprise is what funds generosity.

Reflect: Where has guilt about profit been holding your work back, and what does Proverbs 31 say to that guilt?

Prayer: Father, shape the way I create, price, and give, until my business looks like You.

Day 2: The Worker Is Worthy ([Luke 10:7](#))

The worker deserves his wages. Jesus said it plainly. Undervaluing the gift God put in you is not humility, it is often fear dressed up as virtue. When you price your work far below its worth, you quietly tell people it is worth little, and you starve the mission your income is meant to fund.

Reflect: Where are you underpricing out of fear, and what would it look like to charge what your work is truly worth?

Prayer: Father, shape the way I create, price, and give, until my business looks like You.

Day 3: Honest Exchange ([Genesis 23:16](#))

Abraham weighed out the full, fair price for the field in front of witnesses, refusing to take it as a gift. He wanted an exchange that was clean, transparent, and honorable on both sides. Every offer you build should pass the same test: would you be comfortable if the whole transaction were done in the open, with everyone watching?

Reflect: Is there any part of how you sell or price that you would be uncomfortable doing in full daylight?

Prayer: Father, shape the way I create, price, and give, until my business looks like You.

Day 4: Honest Scales ([Proverbs 11:1](#))

The Lord detests dishonest scales but delights in accurate weights. In the ancient world, a rigged scale was how merchants quietly stole. Today the scale is your marketing claim, your fine print, your invoice. God is not only watching whether you make a sale, He is watching how you make it.

Reflect: Where might your "scale" be slightly off, a claim, a fee, a promise, and what is the honest correction?

Prayer: Father, shape the way I create, price, and give, until my business looks like You.

Day 5: Sow Generously ([2 Corinthians 9:6](#))

Whoever sows generously will also reap generously. Giving is not what you do after the business works, it is woven into how the business works, the way a farmer scatters seed instead of hoarding it. The most generous business owners are rarely the ones with the most left over, they are the ones who decided to give on purpose, early.

Reflect: What would it look like to build giving into your business now, before it feels comfortable?

Prayer: Father, shape the way I create, price, and give, until my business looks like You.

Day 6: Go the Second Mile ([Matthew 5:41](#))

If anyone forces you to go one mile, go with him two. The first mile meets the obligation, the second mile reveals the heart. In business, the first mile earns a transaction and the second mile earns an advocate. Over delivering is not a marketing trick, it is the character of a God who always gives more than is required.

Reflect: What is one "second mile" you could build into every customer's experience this week?

Prayer: Father, shape the way I create, price, and give, until my business looks like You.

Crown Revenue Academy · A ministry of Crown Revenue · "Whatever you do, work heartily, as for the Lord and not for men.", Colossians 3:23