

OFFER MESSAGING WORKBOOK

PRODUCT/SERVICE:

TARGET BUYER:

SECONDARY BUYER:

PRICE OR RANGE:

WHAT'S THE PROBLEM OR OPPORTUNITY THE PRODUCT/SERVICE SOLVES FOR?

HOW AWARE IS THE BUYER ABOUT THIS PRODUCT/SERVICE?

- Unaware
- Problem-Aware
- Solution-Aware
- Me-Aware
- Offer-Aware
- Current Customer

HOW WOULD YOU DESCRIBE THE PRODUCT/SERVICE?

WHY SHOULD THE BUYER CARE ABOUT THIS PRODUCT/SERVICE?

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WHAT'S THE EXACT PROMISE THE PRODUCT/SERVICE MAKES?

WHAT'S YOUR PROOF THAT IT WORKS?

3 MOST IMPORTANT FEATURES OF THE PRODUCT/SERVICE

3 MOST IMPORTANT BENEFITS THE PRODUCT/SERVICE DELIVERS

WHY YOUR PRODUCT/SERVICE? WHY SHOULDN'T I JUST CHOOSE YOUR COMPETITION?

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WHAT DOES THE BUYER NEED TO BELIEVE ABOUT YOUR PRODUCT/SERVICE IN ORDER TO TAKE ACTION?

WHAT DOES THE BUYER NEED TO BELIEVE ABOUT YOU IN ORDER TO TAKE ACTION?

WHAT DOES THE BUYER NEED TO BELIEVE ABOUT THEMSELVES IN ORDER TO TAKE ACTION?

WHAT ARE THREE THINGS YOUR BUYER DESIRES RELATED TO THEIR PROBLEM/OPPORTUNITY

3 EVENTS OR CIRCUMSTANCES THAT TRIGGER DESIRE FOR THIS PRODUCT/SERVICES

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3-5 EPIPHANIES YOU WANT/NEED THE BUYER TO HAVE

3 THINGS THE BUYER HATES ABOUT COMPETING PRODUCTS/SERVICES

3 THINGS THE BUYER LIKES ABOUT COMPETING PRODUCTS/SERVICES

3 BAD SCENARIOS THAT HAPPEN WHEN NOT USING YOUR PRODUCT/SERVICES

OBSTACLES TO MAKING A PURCHASE: WHO & WHAT

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WHAT ARE 4 KEY STATS THAT SUPPORT YOUR PRODUCT/SERVICE OFFERING?

WHAT ARE THE 3 MAIN OBJECTIONS TO YOUR PRODUCT/SERVICE?

WHAT ARE YOUR RESPONSES TO THOSE OBJECTIONS?

WHAT ELSE NEEDS TO BE SAID ABOUT YOUR PRODUCT/SERVICE/COMPANY?
