



An Offer That Converts Worksheet

An offer that converts is simply offer and acceptance resulting in dollars coming your way. How do you bring this about?

Two simple action steps for growing your business:

What can you offer that people can buy right now?

Which marketing channel will you use to scale it?

Avoid the risk of preference versus performance, where people say they would pay for your product but it fails to sell after all your effort producing it.

Have you been able to get people to pay for your idea before you produce it?

Prepare yourself mentally for the reality of producing your product and avoid long-drawn-out preparations or obsession with details that just postpone product creation.

Resist perfectionism. What is the lowest resolution prototype of your product that you can use to test the market?

Filter your ideas. You can get a detailed checklist for filtering products and services in [episode 545](#).

Most important: Can your product help someone be better off?

Got a sale? Great!

How will you re-invest in your business?

What can you do to improve your offer?

Other things to consider:

Pricing. Should you consider a different amount?

Timing. Should people be able to buy immediately, or should they wait? Do they need to apply?



What should you look for in a market?

- Are people already selling a product or service you'd like to sell?
- Can you reach the market?

Do you have these things in your sales copy?

Targeting a specific customer?

Get their attention?

Describe a problem they are having?

What will happen if they don't get the solution you're selling?

What is the internal and external enemy?

What result will people get?

Be very clear on:

Who you are

Why you're qualified to sell your product

How much the offer is

What people should do next

What people can expect when they order

Also:

What sort of support do you have?

How do you remove risk? (Offer guarantees / proof, name drop)



Is there a bonus?

Is there a deadline?

When someone buys...

Have you asked if they'd like to buy something else? ([a cart bump](#))

Other tips:

For recurring products, did you get people to agree to a rebill upfront?

Can you create a survey or quiz?

Have you created an offer for the 10 percent of your customers who will pay 10 times more for a higher level offer?

More comprehensive training and coaching on the topic of “your offer that converts” can be found inside the [SuperFastBusiness membership](#). We hope you join.