

Sales & Marketing — Offer Builder (One Page)

Clarify your offer so customers say “yes” faster.

1) Best customer (pick ONE)

Best customer profile	Notes

2) Problem you solve (plain English)

Problem	Cost to them (time/money/stress)

3) Outcome they want

Desired outcome	How they’ll know it worked

4) Offer (what you do)

Offer name	What’s included (bullets)	Typical timeframe

5) 20-second version (phone script)

Script
We help [best customer] to [get outcome] by [your method], so they can [benefit]. Next step is [book call/site visit/quote].