

Offer Builder (One-Page)

Create one clear offer that's easy to promote (and easy for customers to say yes to).

1) Who is this for?

Best customer type	Trigger / problem	Where they find you

2) What do you sell? (the offer)

Offer name	What's included	What it costs (or range)	Timeframe

3) Why buy from you? (proof + differentiation)

- Your 3 key points of difference: 1) _____ 2) _____ 3) _____
- Proof you can deliver (reviews, examples, guarantees, credentials):

- Risk reversal (warranty, clear process, fixed price options): _____

4) The message (simple)

Headline	Problem	Solution	Proof	Call to action

5) Next step (friction-free)

- The easiest next step for the customer is: (call / form / booking link / showroom visit)

- What happens next (in 1 sentence):
