

FUNCTIONAL MEDIA

# CRAFTING YOUR OFFER



## YOUR OFFER

### FEATURES

*Not rooted in logic,  
emotion based.*

### BENEFITS

*What they get:  
quantitative / tangible*

**PRICE**

YOUR OFFER

HOW WILL IT BE  
DELIVERED /  
CONSUMED?

URGENCY / SCARCITY  
FACTORS?

BONUSES?

WHY YOU

“FORMAL CREDENTIALS”

“INFORMAL CREDENTIALS”

RELATED EXPERIENCE

SOCIAL PROOF

**WHY YOU**

**YOUR STORY**

## WHO IS YOUR OFFER FOR

- **WHO IS YOUR IDEAL CLIENT?**
- **WHAT ARE THEIR CURRENT STRUGGLES IN LIFE?**
- **WHAT ARE SOME OF THEIR HOPES?**

## WHO IS YOUR OFFER FOR

- **WHAT FEELINGS DO THEY WANT TO FEEL MORE OF?**
- **WHAT FEELINGS DO THEY WANT TO AVOID FEELING?**
- **HOW WILL THEIR LIVES CHANGE IF THEY INVEST IN YOUR OFFER?**
- **HOW WILL THEIR LIVES NOT CHANGE IF THEY DON'T INVEST IN YOUR OFFER?**

## HOW IS YOUR OFFER DIFFERENT

**WHAT ARE THEIR  
FRUSTRATIONS  
REGARDING EXISTING  
SOLUTIONS?**

**HOW IS IT DIFFERENT  
THAN OTHER PRODUCTS?**



# DID YOU LIKE THIS WORKSHEET?

**This worksheet is part of the "How to sell on Social Media masterclass"**

So, if you want to take this Masterclass,  
I have a special offer for you....

## **SPECIAL OFFER:**

*SOCIAL ACADEMY MEMBERSHIP*

*For ONLY \$9.75 for the first month*

*CLICK HERE TO JOIN*

*and have access to ALL past  
masterclasses and ALL past  
post templates*

## **PAST MASTERCLASSES INCLUDE:**

- Instagram stories
- How to Sell on Social Media
- The Mindset of Social Media
- Social Media Advanced Strategies
- AND MUCH MORE!