

THE ROI THAT MAKES 'EM BUY!

Use this worksheet to narrow in on the specific and tangible results of your offers that will make people excited to hand you money in exchange for them!

#1 - Does your offer help people have more (or less) of any of the following:

Physical / Health / Wellness

Specific symptoms
Flexibility

Endurance
Strength

Specific test results or
abilities

Spiritual / Psychological / Coaching

Manifest certain things
Let go of something
Take a specific action

Learn a specific strategy
Have a specific
experience

Learn something specific
about themselves
Relationships
Routine / habit

Visual / Art / Graphic

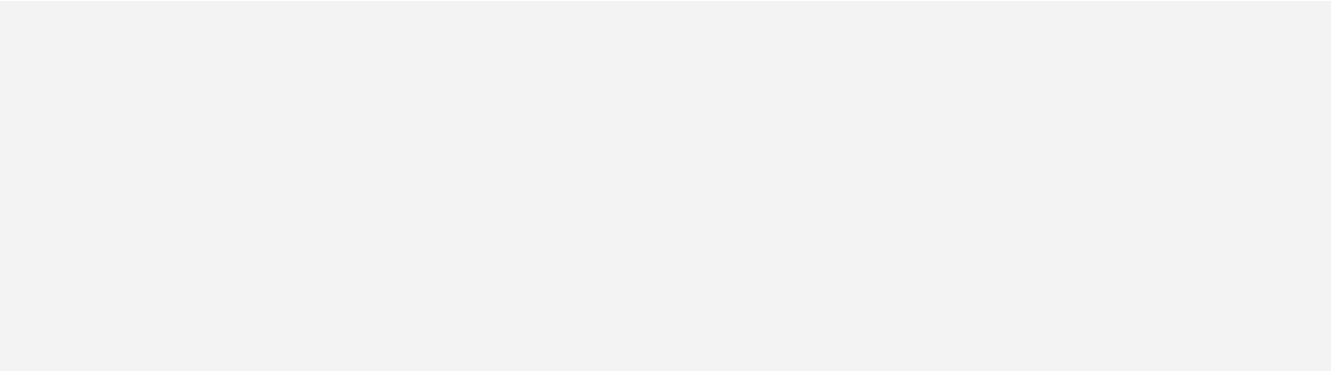
Prestige / status
Visual communication

Connection
Specific personality

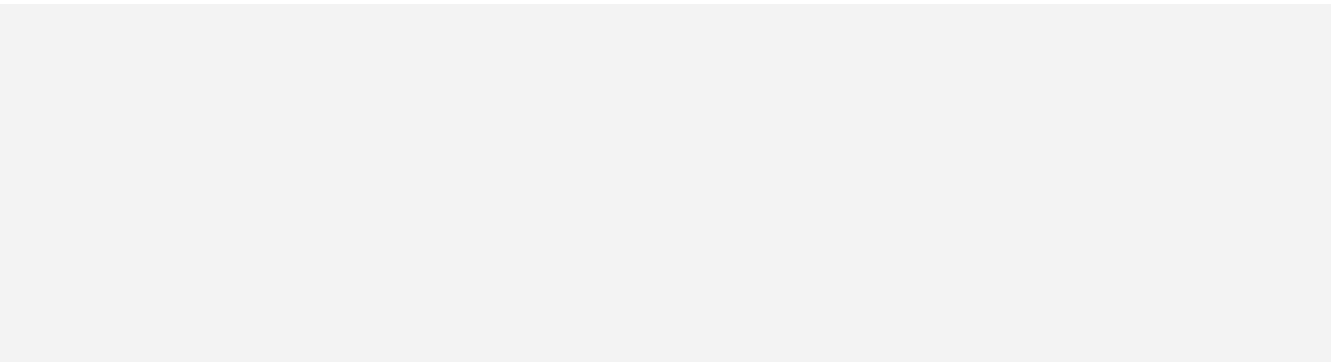
Specific mindset

Other?

#2 - What is the BIG problem that you're solving for people? Is this problem something that is truly keeping them up at night or is it a mere annoyance? Be honest about this (pretending won't help you!)



#3 - List 10 examples of things that someone might be do or have as a result of working for you.



#4 - What are the DEEP, MEDIUM, and SUPERFICIAL benefits of your offer?

