

FOUNDERS WEEKEND • SESSION 2

Offer

BY THE END OF THIS SESSION

**I can create an offer
people feel silly saying no
to.**

THE BIG IDEA

Build it **in layers.**

LAYER 1

**What, who,
price**

I sell X to Y for \$Z.

LAYER 2

A guarantee

Or your money back.

LAYER 3

A margin

Price above cost.

LAYER 4

The next sale

Each customer helps
find the next.

LAPTOPS CLOSED

WORKED EXAMPLE



\$29.99. Before it existed.

WHAT

Bone broth

WHO

**Busy paleo
eaters**

PRICE

\$29.99 for 16oz

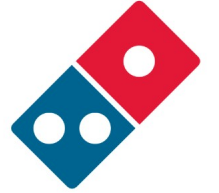
GUARANTEE

**Not made yet?
Refund, or 50%
off to wait**

Most buyers chose to wait. Nobody who paid could lose.

LAPTOPS CLOSED

YOUR TURN • TOGETHER



A pizza shop. **Build its offer.**

01

**What do
they sell?**

02

To who?

03

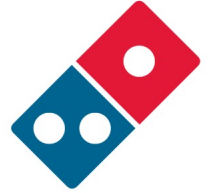
For how much?

04

**What promise
makes “no”
feel silly?**

LAPTOPS CLOSED

WHAT REALLY HAPPENED



30 minutes **or it's free.**

WHY IT WORKED

The promise was the offer.

WHY IT ENDED

Dropped in 1993 after lawsuits over rushed drivers.

THE LESSON

Only promise what you can keep.

Where were we right? Where did we miss?

YOUR TEMPLATE

Your offer, **layer by layer.**

01 I sell ___ to ___ for \$___.

02 ...or ___ (your guarantee).

03 It costs me \$___, so I make \$___.

04 Each customer helps me find the next by ___.



Cost first.

Then set a price above it.

DO THIS NOW · 30 MINUTES · COFOUNDERJR

Write it. **Price it.**

10 MIN

Layer one

Cost first, then price.

15 MIN

Add the rest

Guarantee and margin.

5 MIN

Say it

Can a partner repeat it?

Done when: your offer is in CofounderJr by 12:50.

SHARE · ONE PER TABLE

Say it in **one breath.**



I like...

What worked, and why.



I wish...

One specific change.



What if...?

A new idea to try.

Answer every one: “Thank you, tell me more.”

REFLECT, THEN SHOUT-OUT

What makes your offer **hard to refuse?**

01

Short

One sentence.

02

Specific

Name what they did.

03

Skill-based

Name the skill it showed.