

FOUNDERS WEEKEND — WORKSHOP 3

Offer Design.

An Offer So Good Strangers Feel Silly Saying **No.**



Make the prize big

A result worth wanting, with real proof that you can deliver it.



Make the path short

Fast to get, and almost no work required from the buyer.

Anyone Can Build a Page. Is There a **Business?**

Three things you should be able to say without checking your notes:



Your price

Charge for the value of the result,
not the hours you spent.



Your cost to deliver

Price minus this is what you actually
keep.



Your one exact buyer

Someone you can actually reach this
weekend.

WRITE YOUR HEADLINE

Squeeze Everything Into One **Line.**

It's the first thing a stranger reads. Use plain words, and simplify if it takes more than five seconds to understand.



The recipe

What they get, who it's for, and the price.

“

WORKED EXAMPLE

**"Hand-painted phone cases of your
favourite characters — \$15"**

YOUR JOB THIS BLOCK

Nail Your Offer.



A real price

Set on the value of the result.



A real cost

So you know what you keep per sale.



A real buyer

One person you can reach today.



Your headline

Written, one line, plain words.

Next you'll **REBUILD** your page around that headline — that's MVP 2, the real one.

Design Your Offer.

DO THIS NOW

01 **Name one exact buyer.**

Someone with a first and last name you could reach today.

02 **Put a price on it.**

Any number works to start, and you can revise it later.

03 **Work out what it costs you.**

Whatever is left after costs is what you actually keep.

04 **Write the headline.**

Then rebuild the page so everything supports it.

THREE SHOEBOXES

In is the money people actually pay you.

Out is what it costs you to make and deliver.

Keep is what's left, and it's the number that matters.

Headline recipe: what they get, who it's for, and the price.

"Hand-painted phone cases of your favorite characters — \$15"

IF YOU'RE STUCK

It's for everyone → Name the one person you'll message today.

You've priced it at \$5 → That's 2,000 sales to reach \$10K, or 100 at \$100.

You can't ship this weekend → Pre-sell it and refund anyone you can't deliver to.

Done when

The price is visible without scrolling, the headline is written, your buyer has a name, and a mentor has seen it.