

Offer Page (Service, Product, or Idea)

Customers choose to buy a product because of an **emotional connection**, **but justify their decision** with **data**. Impactful offers elicit a feeling from readers, address a specific problem, and then guide them with data, facts, inclusions, and pricing.

Your ability to attract customers and sell your product is directly tied to your ability to deliver promised results. When you are crafting your offer, it's important to identify:

1. Who needs your product?
2. What problem are you solving?
3. How likely are they to experience relief/wellness/wealth?
4. What do they get that is special from your offer compared to competitors?

Say you have a high-end, expensive product or service. In that case, this offer script will primarily focus on the value and promised outcome compared to your competitors, especially when you aren't designing your offer to capture a bidding-to-the-bottom model.

If you have a low-priced option, you can lead with an offer that includes special bonuses or extra add-ons when they take action in a limited time frame. You can highlight the guarantee for quality, satisfaction, or special bonus features compared to the competition.

Please fill out the following questions. When we take that content and rearrange it, wha-la! Your website has a fantastic outline for a special offer.

Worksheet

Who do you serve?

What are they tired of?

What outcome are they chasing?

What is the most painful, relatable, or common frustration your ideal client feels?

What's the name of your offer?

What transformation does it promise?

What pain does it eliminate?

What are the 3 big steps of your delivery or process?

What will they feel (emotion)?

What will they gain (tangible)?

What will they achieve (final result)?

How much would it cost to do this through DIY methods? Or other vendors?

What's the core offering they are buying? (Features, Value & Cost)

What are the extra "wow" add-ons? (Features & Value)

What's the total value stacked?

What's your discounted or "today" price?

What kind of guarantee can you offer? (refund, revision, or result)

What urgency or scarcity can you include? (Spots, deadlines, expiration?)

What pain are they walking away from? What future are they saying yes to?

Script: (Great for sales emails, live pitches, or a landing page!)

Have you ever **[insert specific problem or frustration your client faces]**?

Most people we help are **[describe the target audience]** who are tired of **[insert frustration]** and just want **[insert Dream Outcome]**.

That's exactly why we created **[name of your service/product]** — a simple, powerful way to get **[Dream Outcome]** without **[common sacrifice or effort they dread]**.

Here's how it works:

Step 1: **[first step – make it sound easy and clear]**

Step 2: **[second step]**

Step 3: **[final step that leads to transformation]**

You'll feel **[emotional benefit]**, experience **[tangible benefit]**, and finally **[key result]**.

Normally, getting **[Dream Outcome]** would cost **[Retail Value]** if you pieced it all together yourself.

But today, you can get everything — including:

[Core Offer]

Bonus #1: **[Bonus + value]**

Bonus #2: **[Bonus + value]**

Bonus #3: **[Bonus + value]**

Total value? **[Total combined value]**.

But your investment? Just **[Your Price]**.

Plus, I'm including **[Guarantee – risk reversal]**.

But this isn't for everyone — I'm only opening this to **[#]** people / for **[time limit]** before it closes.

So now you have a choice:

You can walk away and stay stuck with **[pain]**,

OR

You can say “yes” to **[Dream Outcome]** — and let us help you make it happen.

The choice is yours.

PANEL 1: The Problem, Audience & Solution (Hook + Offer)

This panel builds empathy, introduces your service, and highlights the transformation you're offering.

Layout:

- **Headline (Bold, Large Text):**

"Have you ever [specific problem or frustration]?"

- **Subheadline (Medium Text):**

"We work with [target audience] who are tired of [frustration] and just want [Dream Outcome]."

- **Short Paragraph or Quote Box:**

*That's why we created **[Service/Product Name]** — a simple, powerful way to get [Dream Outcome] without [dreaded effort].*

- **Value Stack (Visual Cards or Checklist):**

[Core Offer]

Bonus #1: [Bonus + Value]

Bonus #2: [Bonus + Value]

Bonus #3: [Bonus + Value]

- **Total Value + Price Section (Visually Highlighted):**

- *Total Value: [Total combined value]*

- *Your Investment: Just [Your Price]*

- *Includes: [Guarantee/risk reversal]*

- **Urgency Prompt (Box or Emphasis Text):**

Limited to [#] people or ends in [time limit]

- **CTA Button (Large, Centered):**

"Yes, I Want [Dream Outcome]"

Secondary line: "Start today risk-free"

PANEL 2: The Process + Benefits (How It Works)

This panel simplifies the steps and reinforces the emotional + practical transformation.

Layout:

- **Section Title:**
"Here's How It Works"
- **Three-Step Journey (Icons or Cards):**
 - **Step 1:** [Clear, easy first step]
 - **Step 2:** [Second step]
 - **Step 3:** [Final step that leads to transformation]
- **Before & After Contrast or Outcome Headline:**
"You'll feel [emotional benefit], experience [tangible benefit], and finally [key result]."
- **Final Choice Prompt (Split Box or Bold Quote):**
You can stay stuck with [pain]...
OR
You can say "yes" to [Dream Outcome] — and let us help you make it happen.
- **Secondary CTA Button (if user scrolled past first):**
"Let's Get Started"