



MONTH TWO: YOUR OFFER TO THE WORLD

Getting clear on your offer to the world

Use the worksheets below to get clarity on your offer to the world, the outcome you help others reach, who you help and the shared purpose behind your message.

When to do this worksheet: Ideally you should fill this out after you've interviewed someone that closely resembles the person you can serve the most.

Outcome:

Your outcome is the hard and fast promise you deliver on. It should be something externally verifiable, or if you're dealing more with "soft outcomes" it should at least be the transformation from Point A to Point B. Basically where they are when they start working with you or your product, and where they are when they're done.

Write potential outcomes you can provide in the box below.

Example: Helping people lose weight, or achieve financial freedom.

Out of these, write down the strongest outcome you can provide:



MONTH TWO: YOUR OFFER TO THE WORLD

Ideal seeker:

Your ideal seeker is the person in a state of intense desire or pain causing them to seek out a solution (even though they may not know what that solution is).

Write down what you feel are the most accurate describers of your active seeker and the state of desire or pain they're in below.

Example: Busy dads tired of not having enough energy to play with their kids.

Now based on the above, as succinctly as possible try to describe your ideal seeker and what defines them:



MONTH TWO: YOUR OFFER TO THE WORLD

Message:

Your message is your rocket fuel. It's your reason for doing what you do, and it's the shared purpose within your community. It's underlying linchpin "reason why" behind everything you do.

In the box below, write down anything that you feel is a reason for moving to that outcome or destination that you help people reach. Try to focus on the shared purpose if possible.

Example: I help people create lives they never want to change.

Take what you've learned above and mold the clay into a compelling, concise message:



MONTH TWO: YOUR OFFER TO THE WORLD

Putting it all together

Now that you have a clear picture (or as clear as you're going to get at this stage!) of the essential elements to your offer to the world, it's time to put it all together.

This is the exciting part!

Use the space below to put everything together and put the final touches on your masterpiece.

I help (active seeker) _____
do (outcome) _____
so they can (message) _____

Example: I help busy dads don't have enough energy to play with their kids (seeker) lose weight, get in the best shape of their lives (outcome) so they can create a stronger, more connected family (message).