

OFFER DESIGN

Worksheets, updates
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In this chapter you are going to bring together the essential elements of your offer so you can start prepping for your first experiment.

Problems it Solves

1. Developing your marketing strategy:

You're going to start developing the core of your marketing strategy. Here you will combine the elements of previous exercises to create your marketing strategy and put it to the test.

2. Where to market and what to say:

Most importantly, you are going to hone in on *where* to market your offer and *what* to say to your potential customers. This will be the cornerstone of your first experiment.

The Anatomy of an Offer

An offer consists of 3 essential parts:

1. **Channel:** where you are going to put the message.
2. **Problem-Centric Message:** the message itself.
3. **Call to action:** what you want your customers to do as a response to that message.

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1 Channels	Investment			Return	ROI
	time	money	total	customers	

2 Problem-Centric Messages (PCM)

1 _____
2 _____
3 _____
4 _____
5 _____

3 Calls to Action (CTA)

1 _____ 2 _____
3 _____

4 OFFER 1

Channel: _____
PCM: _____
CTA: _____

5 OFFER 2

Channel: _____
PCM: _____
CTA: _____

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Grab your Offer Design worksheet.