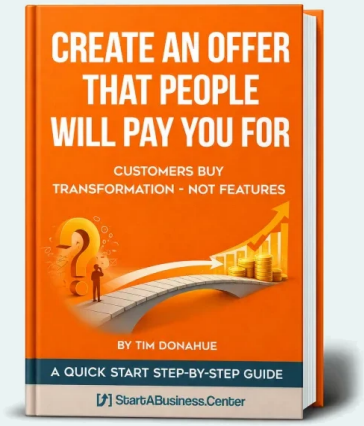
GUIDE 4 · QUICKIE WORKBOOK

Create An Offer That People Will Pay You For

Summary version: Customers buy transformations, not features.

Work through it alongside the guide: startabusiness.center/guideslive/guide-4-create-your-offer-summary



Founder name _____ **Date started** _____

Your business idea in one line _____

e.g. Weekly meal-prep kits that get a healthy family dinner on the table in under 20 minutes.

How to use this workbook

1. **Read, then do.** Each chapter header links to the matching chapter of the guide. Read it, then complete the exercises here. Work in order: later chapters reuse your earlier answers.
2. **Answer with evidence, not hope.** Write what you have seen people do, not what you expect them to do. “Not tested yet” is an honest and useful answer.
3. **Follow the worked example.** Olive lines that start with *e.g.* follow Sarah as she turns her meal-prep kit for busy parents into a clear, priced offer. Fields start empty; type your own.
4. **Let the form do the math.** Shaded boxes are fields. Amber boxes calculate automatically in free Adobe Acrobat Reader; in other viewers, work out the formula shown and type the result. Save as you go.

Your roadmap

Tick each chapter when done; the verdict fills in from each chapter.

Ch.	The question	Focus	Done	Result (fills in)
01	What change do you create?	The transformation	☐	
02	What will you sell first?	What to sell first	☐	
03	How will you price it?	Pricing strategy	☐	
04	What exactly is included?	Packaging	☐	
05	What will you charge?	What to charge	☐	
06	Will people pay it?	Price test	☐	
07	Are you ready for tiers?	Packages and tiers	☐	
08	Can you present it clearly?	Presenting your offer	☐	
09	Can you answer objections?	Handling objections	☐	
10	Have you made a sale?	Your first sale	☐	
11	What did customers teach you?	Refine your offer	☐	
12	What’s your first scaling move?	Ready to scale	☐	

01

STEP 1: WHAT CHANGE DO YOU CREATE?

Read Chapter 1 in the guide →

The Customer Transformation Is Your Offer

YOUR GOAL Describe where your customer is now, where they want to be, and how you get them there. People don't buy features; they buy outcomes.

BEFORE: WHERE THEY ARE NOW
The pain, frustration or problem

e.g. Exhausted at 5:30 p.m.; takeout again; guilty

→

AFTER: WHERE THEY WANT TO BE
The relief, result or goal

e.g. A healthy family dinner in 20 minutes, no planning

1.1 What's your role in getting them there?

e.g. Dietitian-designed, pre-portioned kits delivered weekly.

1.2 Which kinds of transformation do you deliver? Tick all that apply.

- ☐ Physical
- ☐ Financial
- ☐ Knowledge
- ☐ Time
- ☐ Emotional
- ☐ Status or identity
- ☐ Aesthetic
- ☐ Social
- ☐ Professional

Write your offer statement

Fill in the four parts; the full sentence builds itself below.

Part	Your words	e.g. Sarah
I help [target customer]		*overwhelmed parents*
go from [before state]		*dinnertime chaos*
to [after state]		*healthy family meals in under 20 minutes*
by [your method or offer]		*delivering weekly kits, with no planning or stress*

WEAK

× "I sell meal-prep kits for busy families."

STRONG

- "I help overwhelmed parents go from dinnertime chaos to healthy meals in under 20 minutes, without the planning or stress."

☐ I said it out loud

☐ A stranger understood it instantly

Chapter 1: done?

○ **Done**
A clear before-and-after, and a statement a stranger gets right away.

○ **Not yet**
It still describes features, not a change.

02

STEP 2: WHAT WILL YOU SELL FIRST?

What To Sell First

Read Chapter 2 in the guide →

YOUR GOAL Start with one deliverable, one price and one outcome: the smallest offer that still moves the customer from before to after.

2.1 What type of offer is it?

○ **Service**
Low startup cost and high margins, but hard to scale.

○ **Product**
Scales well, but costs more up front.

○ **Hybrid**
Several revenue streams, but more complex.

	Your answer	e.g. Sarah
My minimal viable offer		*A weekly kit of 5 dinners for a family of four*
Who it's for		*Working parents with kids under 10*
What they get		*Pre-portioned ingredients, recipe cards, delivered Sunday*

☐ I can explain it in one sentence

☐ One deliverable, one price, one outcome

Chapter 2: done?

○ **Done**
One simple offer you can explain in a sentence.

○ **Not yet**
It's still a menu of options.

03

STEP 3: HOW WILL YOU PRICE IT?

The Pricing Question

Read Chapter 3 in the guide →

YOUR GOAL Pick a pricing strategy, see where 3–5 competitors sit, and choose your position. Most new founders underprice, so start higher than feels comfortable.

PRODUCTS
Cost-plus
Cost + markup = price.

CROWDED MARKETS
Competitive
Price within the range of 3–5 competitors: budget or premium.

SERVICES
Value-based
Price on what the transformation is worth. Usually the highest prices.

The guide's advice: start with competitive pricing, then move toward value-based as testimonials and confidence grow.

3.1 Your strategy

- ○ **Cost-plus** — Products.
- ○ **Competitive** — Crowded markets.
- ○ **Value-based** — Services.

3.2 Your competitors

#	Competitor	Price
1		
2		
3		
4		
5		

e.g. Sarah: HelloFresh $60 | Green Chef $90 | Local meal-prep delivery $95 | Home Chef $65 | Takeout habit $70

Calculation or input	Your answer	e.g. Sarah
Lowest competitor price		*$60*
Average		*$76*
Highest competitor price		*$95*

3.3 Your position

- ○ **Budget** — Below the average.
- ○ **Middle** — Near the average.
- ○ **Premium** — Above the average, for a clear reason.

Why that position?

e.g. Middle-to-premium: dietitian-designed and kid-friendly, which no competitor offers.

Chapter 3: done?

- ○ **Done** — A strategy, 3–5 competitor prices and a position you can explain.
- ○ **Not yet** — You haven't checked competitors yet.

04

STEP 4: WHAT EXACTLY IS INCLUDED?

Packaging What You Do

Read Chapter 4 in the guide →

YOUR GOAL Set clear boundaries so customers know exactly what they're buying. Your "not included" list prevents scope creep.

INCLUDED
List 1–3 specific things

e.g. 5 dinners, recipe cards, Sunday delivery

→

NOT INCLUDED
Say it now to avoid scope creep later

e.g. Custom menus, allergy swaps, weekday delivery

Timeline or delivery

e.g. Order by Thursday; delivered Sunday by 5 p.m.

Chapter 4: done?

- ○ **Done** — Included, excluded and delivery are all written down.
- ○ **Not yet** — Scope is still fuzzy.

05

STEP 5: WHAT WILL YOU CHARGE?

What To Charge (Practically)

Read Chapter 5 in the guide →

YOUR GOAL Use the formula that fits what you sell to find a starting price, then sanity-check it against competitors.

If you sell a service

Estimate hours × a rate ($50–$200 an hour for most small business services), round up, then add 20% for revisions and communication.

Calculation or input	Your answer	e.g. web designer
Hours to deliver		*15*
Hourly rate		*$100*
Price with 20% buffer, rounded up		*$1,800*

If you sell a product

Total cost = materials + labor + overhead. Then multiply by 2–3 (a "2–3× markup") and check competitors.

Calculation or input	Your answer	e.g. Sarah
Materials per unit		*$26*
Labor per unit		*$8*
Overhead per unit		*$4*
Total cost per unit		*$38*
Price range at 2–3× cost		*$76 – $114*

My starting price

e.g. $79 a week

5.1 Why this price makes sense.

e.g. Just over 2× cost, near the competitor average, and what parents already spend on takeout.

Chapter 5: done?

- ○ **Done**
  A starting price backed by the formula and the competitor check.
- ○ **Not yet**
  You haven't worked out your costs yet.

06

STEP 6: WILL PEOPLE PAY IT?

Will People Actually Pay This?

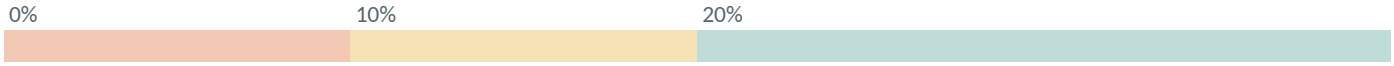
Read Chapter 6 in the guide →

YOUR GOAL Present your offer and price to 10 real prospects, without explaining or apologizing, and count what happens.

6.1 Your test

- ○ **Direct ask**
  Present to 10 prospects; track yes vs "too expensive."
- ○ **Landing page**
  Send traffic to an offer page; track the conversion rate.
- ○ **Two-price test**
  Offer two prices to similar people and compare.

Calculation or input	Your answer	e.g. Sarah
Prospects you presented to		*10*
Said yes		*3*
Said it's too expensive		*2*
Yes rate = yes ÷ prospects		*30%*



Under 10%: price may be too high **10–20%: keep testing** **20%+: price is about right**

6.2 What else did you notice? Tick any that happened.

- ☐ People asked "when can we start?"
- ☐ Little or no pushback on price
- ☐ Everyone balked
- ☐ People asked for a discount right away

Chapter 6: done?

- ○ **Done**
  You tested with 10 real prospects and at least 20% said yes.
- ○ **Not yet**
  Fewer than 10 prospects, or under 20% yes.

07

STEP 7: ARE YOU READY FOR TIERS?

When To Offer Packages or Tiers

Read Chapter 7 in the guide →

YOUR GOAL Add tiers only after you've sold your core offer 10+ times. Until then, bookmark this chapter.

Times you've sold your core offer

e.g. 4

Basic
Entry level

e.g. 3 dinners a week, $49

Standard
Best value: most people pick this

e.g. 5 dinners a week, $79

Premium
For high spenders

e.g. 5 dinners + lunches, $119

Chapter 7: done?

- ○ **Done**
  You have 10+ sales and a tier plan, or you've rightly decided to wait.
- ○ **Not yet**
  You're adding tiers before 10 sales.

08

STEP 8: CAN YOU PRESENT IT CLEARLY?

Presenting Your Offer

Read Chapter 8 in the guide →

YOUR GOAL Write your pitch in six steps, so anyone can understand your offer in under a minute.

1. Name the problem
2. Show the transformation
3. Introduce your offer
4. Explain what's included
5. State the price
6. Call to action

#	Step	Your words	e.g. Sarah
1	Name the problem		*By 5:30, most parents have nothing left for dinner.*
2	Show the transformation		*Imagine a healthy dinner on the table in 20 minutes, no planning.*
3	Introduce your offer		*That's what our weekly meal-prep kit does.*
4	What's included		*5 dinners, pre-portioned, recipe cards, delivered Sunday.*
5	State the price		*It's $79 a week for a family of four.*
6	Call to action		*Want me to save you a spot for this Sunday?*

☐ I practiced the pitch out loud

☐ My website shows the offer clearly before anyone scrolls

Chapter 8: done?

○ **Done**
All six steps written and practiced.

○ **Not yet**
The pitch is still in your head.

09

STEP 9: CAN YOU ANSWER OBJECTIONS?

Handling Objections

Read Chapter 9 in the guide →

YOUR GOAL Prepare a calm answer to the three most common objections. Don't defend the price; reinforce the value.

They say	Your response	The guide's approach
"That's too expensive."		Ask what the result is worth to them, or what they're comparing it to.
"I need to think about it."		Ask what questions would help them decide.
"Can you do it for less?"		Yes, for less scope: ask which parts matter most.

e.g. Sarah, "too expensive": "Compared with $70 a week on takeout? This is healthier, and you get your evenings back."

☐ I said each response out loud three times

If someone truly can't afford it, they aren't your customer right now, and that's fine.

Chapter 9: done?

○ **Done**
A calm, practiced answer for all three.

○ **Not yet**
You'd still freeze on "too expensive."

10

STEP 10: HAVE YOU MADE A SALE?

Your First Sale: Let's Do It!

Read Chapter 10 in the guide →

YOUR GOAL Reach out to 20 prospects who fit, present your offer, and aim for 1–3 paying customers within two weeks.

1. Reach out to 20 prospects who fit
2. Present your offer (Chapter 8)
3. Ask: "Would you like to move forward?"
4. Handle objections calmly
5. Close and get paid up front, or a 50% deposit

Calculation or input	Your answer	e.g. Sarah
Prospects contacted		*20*
Presented to		*12*
Paid (in full or a deposit)		*3*
Close rate = paid ÷ contacted		*15%*

Start date _____ *e.g. Nov 3*

Two-week deadline _____ *e.g. Nov 17*

This counts from first contact, so it runs lower than Chapter 6's 20%, which counts only people who saw the full offer.

Chapter 10: done?

- ○ **Done** — At least one paying customer.
- ○ **Not yet** — No sales yet.

11

STEP 11: WHAT DID CUSTOMERS TEACH YOU?

Read Chapter 11 in the guide →

Refine Your Offer Based on Customer Response

YOUR GOAL After 5–10 customers, ask four questions and change your offer based on what you hear.

Question	What customers said	e.g. Sarah
What did they love?		*No planning; kids actually ate it*
What was confusing?		*The order cut-off time*
What would they pay more for?		*Lunches; a second delivery day*
What didn't they need?		*Printed recipe booklet*

11.1 What will you change?

e.g. Make the cut-off Thursday noon, drop the booklet, test a lunch add-on.

Chapter 11: done?

- ○ **Done** — You've heard from 5–10 customers and changed something.
- ○ **Not yet** — Fewer than 5 customers so far.

12

STEP 12: WHAT'S YOUR FIRST SCALING MOVE?

Read Chapter 12 in the guide →

Ready To Scale

YOUR GOAL After 10+ sales and some refining, pick one scaling move and commit to finishing it within 30 days.

12.1 Your first scaling move

- ○ **Systems** — Make delivery repeatable without you.
- ○ **Marketing materials** — Pitch, site and testimonials.
- ○ **Tiers or upsells** — Chapter 7.
- ○ **Customer acquisition** — A steady way to win new customers.

What exactly you'll do

e.g. Write a prep checklist so a helper can pack kits

Done by (within 30 days)

e.g. Dec 15

Chapter 12: done?

○ Done	○ Not yet
One scaling move chosen, with a date.	Not yet at 10+ sales.

Your offer scorecard

Every chapter's result fills in from its "done?" question.

Ch.	Chapter	Result
01	The transformation	
02	What to sell first	
03	Pricing strategy	
04	Packaging	
05	What to charge	
06	Price test	
07	Packages and tiers	
08	Presenting your offer	
09	Handling objections	
10	Your first sale	
11	Refine your offer	
12	Ready to scale	

Chapters done (out of 12)

My one next step, and when

e.g. Pitch 5 more families this week

WHAT HAPPENS NEXT

- **Offer working?** Next, put it online: *Build a Website That Gets Customers*, then *How To Find Your First Customers*.
- **Price not holding?** Go back to Chapters 5 and 6; change one thing at a time and retest.
- **Remember:** sell the transformation, start with one offer, and let real customers refine it.