

OFFER MAPPING workbook



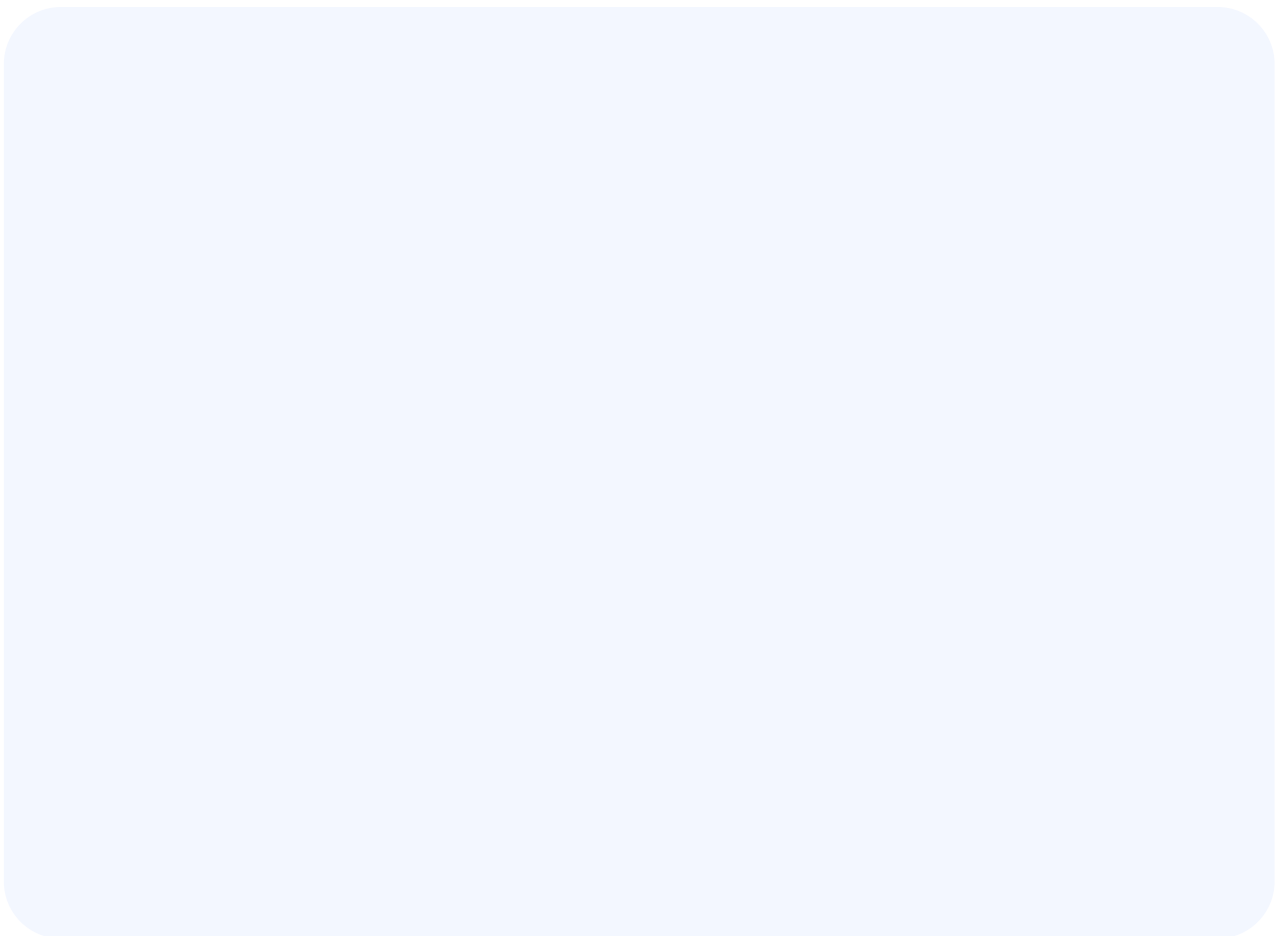
----- WHAT IS THE PROBLEM YOU INTEND TO SOLVE -----

----- WHO IS THIS OFFER FOR AND WHY WILL THEY CARE -----

----- WHAT IS THE TRANSFORMATION THIS OFFER WILL PROVIDE-----



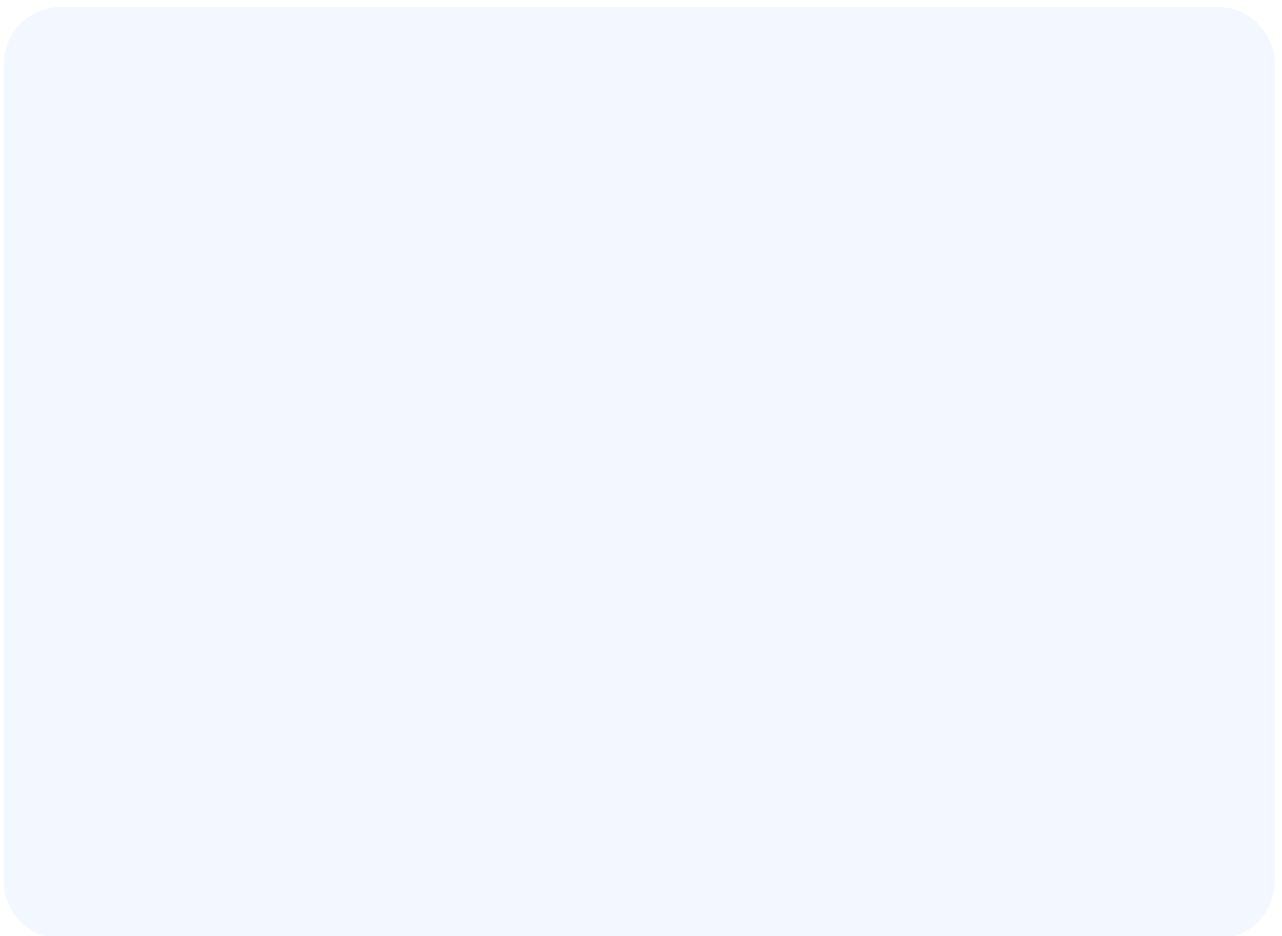
-- WHAT MAKES YOUR SOLUTION DIFFERENT FROM OTHERS ON THE MARKET --




-- WHAT RESULTS HAVE YOU BEEN ABLE TO CREATE WITH THIS SOLUTION --



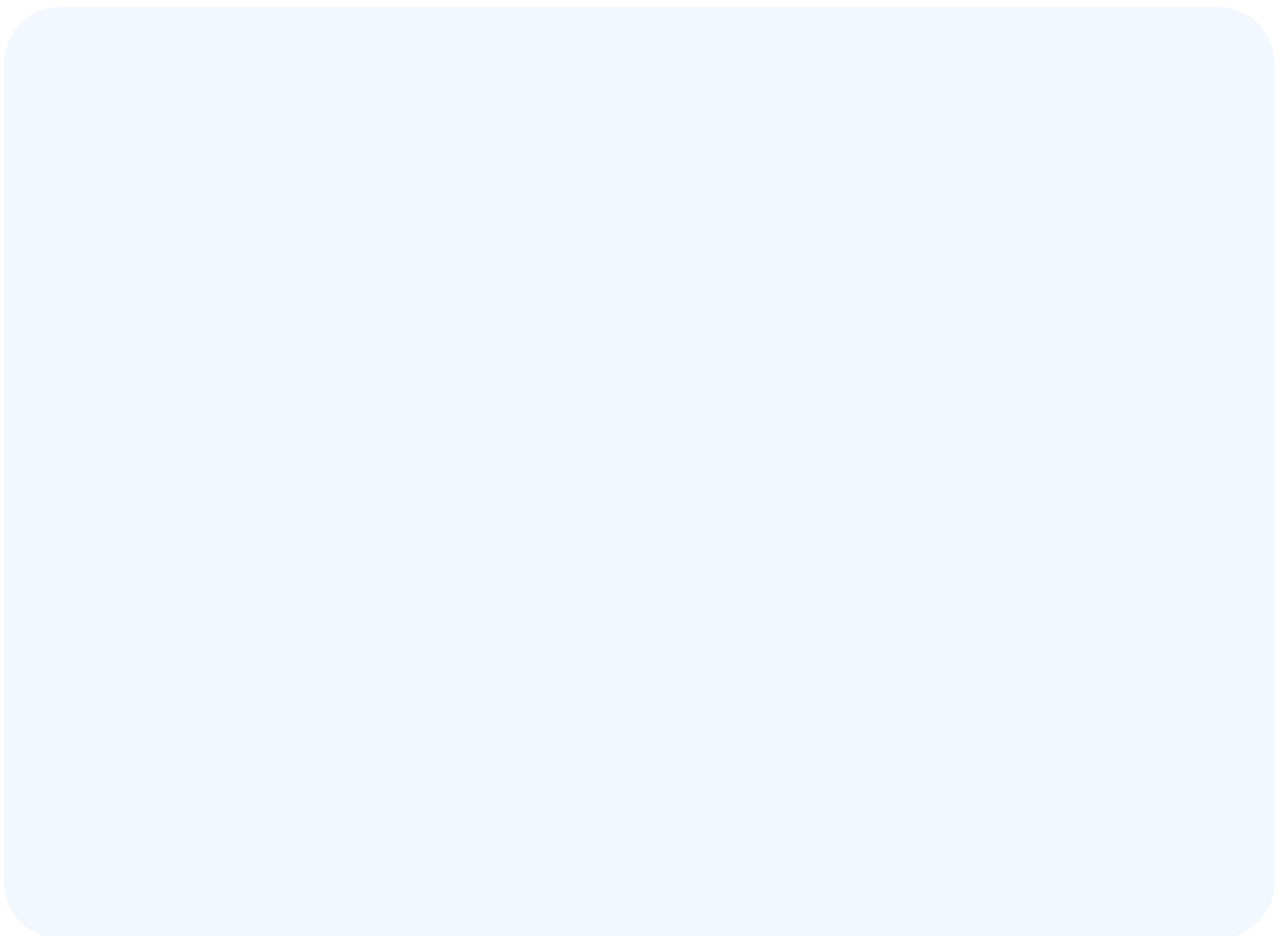
-- WHAT EXTRA THINGS CAN YOU ADD TO MAKE THIS IRRESISTIBLE --



-- AFTER THIS OFFER, WHAT IS THE NEXT STEP IN THEIR JOURNEY --



-- WHAT OTHER OFFERS CAN I CREATE TO ADD MORE VALUE --



-- WHAT DOES THE FINAL TRANSFORMATION STACK LOOK LIKE --

Include the price points as well

