

AI Offer Builder Workbook

Worksheets for turning a skill into a clear digital or service offer buyers can understand quickly.

Offer builder

A fast offer is specific, bounded, and easy to buy. Avoid broad retainers at first. Sell a visible outcome with a short delivery window.

Question	Answer
Buyer type	
Painful task	
Outcome in plain language	
Deliverables	
Delivery time	
Price	
Guarantee or risk reducer	

Fast offer formulas

Formula	Example
I will fix X in Y days so you get Z.	I will clean up your website copy in 48 hours so more visitors know what to buy.
Done-for-you X for Y type of buyer.	Done-for-you lead magnet setup for solo consultants.
Audit + action plan + implementation sprint.	Homepage audit, rewrite plan, and first-section rewrite in 72 hours.

Pricing ladder

Start with three options. The middle option should be the default recommendation.

Tier	Price	Scope
Starter	\$149-\$299	One narrow result, delivered quickly
Core	\$399-\$799	The main result plus setup or revisions
Premium	\$999+	Urgent delivery, more assets, or deeper implementation

Buyer message map

Buyer signal	Message angle
Hiring freelancers	Offer overflow help with fast turnaround
New website/product	Offer launch assets or cleanup
Recent complaint/review	Offer fix around the visible pain
Growing social presence	Offer reusable templates or content systems
Manual repetitive work	Offer automation, templates, or process cleanup