

1 YOUR PROMISE, IN ONE SENTENCE

I help get without / with

The 12-year-old test: could a 12-year-old understand what you do? If you cannot explain it simply, you will lose sales from people who just do not get it.

2 THE 5 GOLDEN PILLARS

Product

Would you feel proud saying this name out loud, for years?

Promise

If someone commits to working with you, what will show up in their life?

Plan

Could your client explain what happens first, next, and after that?

Packaging

Does your Core tier feel like the obvious choice next to Essential and Premium?

Pricing

When you say your price out loud, do you feel absolutely good about it?

Prospect: the foundation underneath all five

Before building anything, get clear on exactly who it is for. What keeps them awake at 2am worrying?

3 ONE OFFER, THREE WAYS TO EXPERIENCE IT

Essential Minimal touch	Core The recommended tier	Premium The VIP experience
Minimal personal time and effort required, maybe just a kickstart call. Priced slightly below Core so most people naturally choose Core instead.	Bundles as much value as possible in a sustainable, scalable way. This is where most clients should land.	Maximum 1:1 support, the dream experience. Happy if people choose it, totally fine if no one does.

Same core offer, same core delivery. The only difference across tiers is how much personal access is bundled in.

4 THE CCC SELF-AUDIT

Conviction	Do I believe people desperately need and want this? Is it a painkiller or a vitamin?	0 ○ ○ ○ ○ ○ 10
Confidence	Can I actually deliver what I am promising? Rock-solid trust in the process, or hoping nobody asks too many questions?	0 ○ ○ ○ ○ ○ 10
Congruence	Does this offer feel good to my nervous system? Would I still sell this if money was not an issue?	0 ○ ○ ○ ○ ○ 10

Is your offer a full-body YES, for you and them? If not, go back to whichever score is lowest.

5 BEFORE YOU PUBLISH: THE 10-ELEMENT CHECKLIST

- Clear WHO.** The right person thinks "this is for me" within 3 seconds.
- Unique HOW.** Separates you from everyone saying similar things.
- Simple STRUCTURE.** The path feels logical before the first step.
- Social PROOF.** Evidence the offer can actually deliver.
- Strategic PRICING.** The cost reads as reasonable next to the value.
- Compelling WHAT.** People buy the result, not the process.
- Emotional WHY.** People connect with stories, not statistics.
- Complete PACKAGE.** Everything needed, without overwhelm.
- Clear BOUNDARIES.** Attracts the right people, repels the wrong ones.
- Strong CTA.** One clear next step that converts interest into action.