

WORKSHEET

## Your Detailed Offer Delivery Plan

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### Your detailed plan

#### **HOMEWORK:**

**If you're creating a new offer,** use the space here to create a detailed plan for how you'll deliver it.

You'll use this document as:

- **A reference for your marketing materials** — Your exact framework is here.
- **A map for your Smart Start and full offer versions** — This is your plan for how you'll deliver a testable version and a full version.

**If you already have an offer,** use the space here to:

- **Note the framework** you use to describe your offer in your marketing
- **Note the delivery method** you use currently

If you have an existing offer, this document may inspire you to think about new ways to serve your customers — don't skip this step!



### Your framework:

Remember, this is not a detailed plan — it’s an overview. It’s the “front-facing” marketing language you’ll use to talk about how you deliver your transformation.

#### Framework name and tagline:

#### STEP 1:

#### STEP 2:

#### STEP 3:

#### STEP 4: *optional*

#### STEP 5: *optional*



Full version:

How would you like to deliver your full offer? What's included?  
Describe it in the space below:

**Presentation style(s):**

**Media type(s):**

**Time frame:**

## Smart Start version:

How can you deliver your transformation in a pared-down “testable” version?

## Presentation style(s):

## Media type(s):

## Time frame: