

# Offer Clarity

Describe one offer so a buyer can understand the result, scope, and next step.

## USE THIS WHEN

Use this before publishing or quoting an offer. A clear offer tells a specific customer what changes, what is delivered, what the customer provides, and where the work stops.

## THE METHOD

- 1

**Name the buyer and problem**  
Use the customer's everyday words; avoid a generic list of capabilities.
- 2

**State the outcome**  
Describe a practical result the customer can inspect, without promising an unsupported transformation.
- 3

**Bound the work**  
List deliverables, customer inputs, exclusions, and a completion signal.
- 4

**Test the explanation**  
Ask someone unfamiliar with the work to explain what they would receive and what happens next.

| WORKED EXAMPLE       |                                                                |
|----------------------|----------------------------------------------------------------|
| Buyer / problem      | Small office losing intake requests between phone and email    |
| Offer result         | One documented intake path with owner and response checkpoints |
| Deliverables         | Intake map, handoff checklist, and staff walkthrough           |
| Boundary / next step | No software replacement; schedule a discovery conversation     |

## WHEN THE METHOD BREAKS

If a buyer asks for a different result, do not squeeze it into the same promise. Clarify scope and write a separate change or offer.

# Offer Clarity

Working sheet / Fill it during the task; keep the source record alongside it.

Name / date / work period

Customer type and situation

Problem in the customer's words

Outcome the customer can inspect

What is included: three concrete deliverables

Customer inputs or access needed

What is outside this offer

Completion / acceptance signal

Clear next step for an interested buyer

# Offer Clarity

Closeout / Check the result, name the gap, and set the next action.

Could a buyer repeat the result in one sentence?

Which phrase is vague or unproven?

Which scope question remains open?

Who will validate the offer, and when?

## COMPLETION CHECK

☐ Buyer named

☐ Deliverables concrete

☐ Exclusions clear

## NEXT USE

Keep claims tied to work you can deliver and verify. Revisit the offer when a real buyer misunderstands it.

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