MODULE 3: POSITIONING, NICHE AND OFFER

Design your signature offer

Lesson: Designing your signature offer · about 15 minutes

Turn your positioning into one named package a client can say yes to.

Your business (name, service, main city):

1. Name your offer and write its outcome in one line, in the client's words.

2. List exactly what is included, then list what is not included.

3. Write the process in four to six steps, with the timeline for each.

4. Cost the offer: hours by role and rate, direct costs, then divide by one minus your target margin.

5. **Write your price line, including any mandatory fees and how HST is shown.**

6. **List the add-ons that clients ask for most often and the price of each.**

Check: can you now

- Define the six parts of a signature offer and write each one for your business
- Cost a signature offer from hours, direct costs and margin so it stays profitable
- Present the offer in line with HST display, all-in pricing and Ontario consumer rules

One change you will make this week