MODULE 3: POSITIONING, NICHE AND OFFER

Positioning statement and offer sheet

Lesson: Module 3 workshop: a positioning statement and offer sheet · about 20 minutes

Produce both deliverables for your own business, then test them on real people.

Your business (name, service, main city):

1. **From your last 15 to 20 bookings, write the pattern in your best work in one line.**

2. **Write your full positioning statement using the template, then the eight-to-twelve-word short version.**

3. **Record how a past client, a referral partner and an outsider repeated your statement back to you.**

4. **Draft each section of your offer sheet: name and outcome, who it is for, included, excluded and add-ons, process, price and terms, guarantee, proof, next step.**

5. **Run the quality check and the Canadian check. List every line you had to fix.**

6. **Name the five past clients, two partners and the next five inquiries you will test the sheet with, and the date of your first quarterly review.**

Check: can you now

- Draft and test a positioning statement using evidence from your own booking records
- Assemble a one-page offer sheet with scope, all-in price, terms, guarantee and proof
- Check the offer sheet against HST display, all-in pricing and guarantee rules before sending it

One change you will make this week