

Crafting Your Offer

You just spent a significant chunk of time immersing yourself in your niche. You've built your Niche Dictionary, filled out your Market Research Document, and consumed content from the best in your space. Now it's time to use all that research to build an offer your market actually wants.

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The Supreme Skill

There's one skill that makes more money than anything else in your agency. It's not marketing. It's not selling. It's not fulfilling. **It's creating better offers.**

In order for you to understand how offer packaging effects pricing and perceived value, lets envision we have 2 different agency owners selling the EXACT same service

Agency #1: Freelancer on Upwork charges \$500/month for Facebook ads

The freelancer says: "I'll run your Facebook ads for \$500/month."

Agency #2: Charges \$3k/mo + performance fees

They position their offer as: "I'll fill your calendar with 30 qualified patients per month using our Patient Profit Funnel"

Same service. Same work. Different offers. The offer IS the difference between \$500 and \$3,000.

Better offers make marketing and sales easy. Better offers always beat better marketing. Better offers dominate markets. You could be the best marketer, best salesperson, best fulfillment person in the world. **But if your offer sucks, none of that matters.**

When your offer is positioned in the right way, it allows you to:

- Command premium pricing (more profit per client)
- Attract better clients (easier fulfillment, less headaches)
- Makes your offer easier to sell (higher close rates on sales calls)
- Makes your offer easier to market (your ads actually work)
- You have better retention (clients stay longer, fewer complaints)

Once you validate your offer and achieve product-market fit, you have the key to fast growth.

Having a good offer plus knowing your niche well trumps case studies. The only reason you get case study objections is because they don't think you're knowledgeable enough about their business. That's why you did niche immersion first.

Hi [REDACTED]

I decided to stop the campaign with [REDACTED]
[REDACTED] Please stop any further ads. I've been getting a lot of no shows and the few that show up only want one treatment. Since I started with [REDACTED] [REDACTED] I was able to secure only one package for \$1800. This is very disappointing and I have lost money on the consumables. I no longer wish to stay with [REDACTED] [REDACTED] In fact I have signed a contract and paid to have pinpoint scaling do my marketing campaigne. They screen patients according to their income base and are told about needing further sessions.
With [REDACTED] [REDACTED] I have been getting bargain seekers and most say they are unable to pay for further treatments. The quality of patients I have been seeing is very poor. I'm sorry to inform you, but I am quitting injectable boost as of today. I thank you for your past support and wish you the best.

Savage example to use, but we recently had someone in License & Scale lose a client to us because we simply sold them on a better offer.

He paid us \$7k in full upfront, because our offer was DIFFERENT, and focused on solving the problem he's had with many other marketing providers.

And once you crack the positioning of your offer, as mentioned earlier, acquiring clients is so fucking easy it's not even funny.

What An Offer Actually Is

What an offer is NOT:

- NOT your service ("we do Facebook ads")
- NOT your deliverables ("we'll set up your funnel and run ads")
- NOT your process ("we use a 5-step system")
- NOT your guarantee alone
- NOT your price alone

What an offer IS:

- A marketing argument

- A sales argument
- The packaging of your solution to make it as persuasive and compelling as possible
- The thing that communicates you can do what you say you can do

Think of it like this: chips on the floor with a price tag versus chips in shiny packaging. Same product. Different packaging. People buy the packaging. **Your offer is the packaging.**



Your offer is not your product. Your offer is how you **PRESENT** your product to the market. People don't buy what you do. They buy how you make it seem.

An offer is what they get, how fast they get it, what it costs, and what guarantee comes with it. Everything else is just packaging. But that packaging is what gets them to say yes.

You Can't Create Desire

This is the foundation. You CANNOT create desire out of thin air. You can only CHANNEL existing desire.

Most agency owners try to create offers around what THEY can do. Wrong approach. You need to create offers around what THE MARKET wants. This is why you did niche immersion. You went out and found what they already want.

There are two types of desire:

- Pain (Sub-Par → Par) - Fixing something broken (NEED)
- Unfulfilled Desire (Par → Excellence) - Upgrading from good to great (GREED)

And two levels:

- Surface Level - The tangible problem ("I need more patients")
- Emotional Level - The states (certainty, significance, growth, etc.)

Example: A med spa owner says "I need more patients." That's the surface level.

Emotional level is "I need certainty that my business will survive" plus "I need to feel significant as a provider in my community."

Your job is to find existing desire in the market and channel it into your offer. Don't try to convince people they need something they don't want.

How to find desire (you already did this):

- Niche immersion research
- Research calls with prospects
- Listen to what they're already trying to buy
- Look at what competitors are selling
- Review your Market Research Document
 - (Section: Customer Profile, 10 SMDQ questions)
- Check your Niche Dictionary for language patterns

Go back to your Market Research Document right now. Look at the "Pain Points" and "Desires" sections. That's what you're channeling into your offer.

The 3S Formula

A compelling and scalable offer solves:

1. A Specific Problem
2. For A Specific Person
3. A Specific Way (unique mechanism)

This is the foundation of your offer. Everything else builds on top of this.

Why this formula works:

Reason 1: Cold traffic won't work without specificity

If you're targeting "businesses" with "marketing services" you'll get ignored. If you're targeting "med spas doing \$50k+/month with skin tightening treatments" you'll get attention.

Reason 2: Specialists charge more than generalists

Neurosurgeon versus family doctor. TikTok ads specialist versus general marketing agency. Specialists charge 2-3x more for the same work.

Reason 3: Operational simplicity

You're solving the same problem the same way every time. Easier to systemize. Easier to scale. Higher margins. Less context switching.

Reason 4: Lead offer for backend upsells

Use a specific offer to acquire clients. Upsell them on general services later. Example: Get them in the door with "bringing them financially qualified patients" then upsell on the backend on additional marketing channels // helping them hire new staff, sales training etc...

How to build your 3S Formula:

1. Pick your specific person

- Go to your Market Research Document. Look at "Business Demographics." Who do you like working with? Who do you get the best results for? Who is easiest to serve? Who is easiest to sell?

2. Pick your specific problem

- Go to your Market Research Document. Look at "Pain Points" and "Desires." What problem are you best at solving? What problem do you enjoy solving? What problem is painful enough that they'll pay to solve it?

3. Pick your specific way (unique mechanism)

- What makes your solution different from competitors? What's the "simultaneous explanation of why everything they tried failed and why this will work"? Don't get stuck on this. You can launch without it and develop it over time.

Check your Competitive Analysis section in your Market Research Document. What are competitors doing? How can you position differently?

Also use this to help you identify what your "unique mechanism" could be:

<https://licenseandscale-aiagents.com/agent/uniquemechanismai>

Let me show you some more examples of people ripping ads with unique positioning...

This will forever evolve and change as competitors start to copy you, for us right now it's framing our system as the "Patient Profit Funnel" and it has changed many many many times as our market sophisticated.

Back 2.5 years ago i could run a shit ad like this and it would rip with a direct patient guarantee:



Now as the market sophisticated, other competitors start to copy, it becomes a “commodity”, and you need to find a different way to twist the knife // position your offer

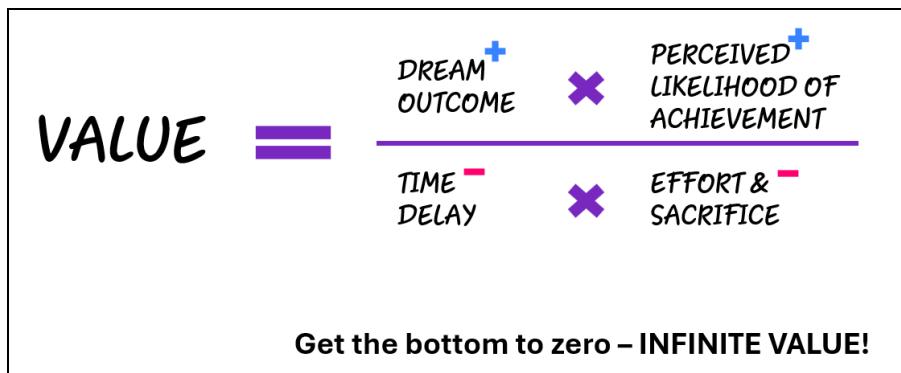
Very recently we repackaged our offer to be called the “patient profit funnel” and now that's blowing the fuck up (until people copy us again then we innovate)

This is why when you find something that works you must double down, **your competitors are usually 2-4 months behind you.**

The Value Equation

Now that you have your 3S Formula (WHO, WHAT, HOW), you need to craft the actual offer using the Value Equation.

The Value Equation (Alex Hormozi):



VALUE = (Dream Outcome × Perceived Likelihood of Achievement) / (Time Delay × Effort & Sacrifice)

Get the bottom to zero and you have infinite value. Your goal is to increase the top and decrease the bottom.

The four levers:

- Dream Outcome (\uparrow)

- How big and sexy is the result? Make it specific and measurable.
 - Bad: "We'll get you more patients"
 - Good: "We'll get you 10-15 qualified Semaglutide patients per month"
- Rules:
 - Must be measurable (numbers)
 - Must be valuable to the client (not vanity metrics like impressions or clicks)
 - Must be specific (not "leads" but "qualified Semaglutide patients")
- **Perceived Likelihood of Achievement (↑)**
 - How sure do they feel it will work for them? This is where proof, track record, and social proof come in.
 - Ways to increase perceived likelihood:
 - Testimonials from similar businesses
 - Before-and-after case studies
 - Track record ("we've helped 32 med spas")
 - Proof of concept ("we've generated 1,247 patients")
 - Risk reversal (guarantee - covered in next section)
 - If you don't have case studies yet, use your niche knowledge. The reason you get case study objections is because they don't think you're knowledgeable enough. Show them you understand their business better than they do.
- **Perceived Time Delay (↓)**
 - How long they think it will take to see or feel results. The faster, the better. "See results in 7 days" beats "See results in 6 months."
 - This timeframe can be condensed by running things like a reactivation campaign
- **Effort & Sacrifice (!)**
 - How much work do they have to do? How painful is the process?
 - "We handle everything" beats "You need to coordinate with 5 different people."
 - "No downtime" beats "2 weeks of recovery." "Plug-and-play system" beats "You'll need to learn our platform."

For agencies, this usually means:

- We handle ad creation (they don't need to hire a designer)
- We handle copywriting (they don't need to write anything)
- We handle landing pages (they don't need a web developer)
- We handle follow-up (they don't need to hire a salesperson)
 - This can all be packaged into having a "full stack marketing team" for a fraction of the price...
 - The less they have to do, the more valuable your offer.

Bad offer (low value): "We do Facebook ads for med spas. \$2,000/month. We'll help you get more patients."

Good offer (high value): "We'll add \$50k in new patient revenue to your practice in 60 days using our Patient Profit Funnel, by filling your calendar with financially & medically qualified patients"

More example offers here:  Proven Offers Swipe File

Guarantees: When And How To Use Them

Guarantees are one of your two leverage points on a sales call. The other is pricing. Don't play all your cards too early or you lose leverage.

We want to use our guarantee in our ads to sell the opt-in and get people to attend the sales call, **HOWEVER we only ever mention/offer it if the prospect brings it up OR if they're on the fence.**

The guarantee we've found works best:

30-day money-back guarantee with tight contingencies in the contract.

This guarantee will be voided if the client:

- Is not willing to run our proven marketing and scheduling strategies. (Ex. Our offer pricing & packages)
- Does not provide all the photos & videos discussed on the onboarding call before we launch the campaign, therefore, we can not run our proven marketing strategies.
- Does not provide feedback on appointments using our stat sheet on a daily basis and attend live weekly Zoom trainings or 1-1 zooms with their client success manager to discuss campaign strategy.
- Does not spend a minimum of \$50 per day on their ad campaign

You might have 5% claim the guarantee but sign 20% more deals. Net gain of 15% more revenue. **Nobody ever implements a guarantee and makes LESS money, otherwise they wouldn't offer it...**

Other Guarantee Structures

Guarantee Type	How It Works	Example
Pay Per Result	Client only pays when you deliver the result	"\$200 per qualified patient we deliver"
Work For Free Until Hit	"X outcome in X timeframe or we work for free until we hit it"	"10 patients in 60 days or we work for free until we hit it"
Small Retainer + Performance	Small monthly fee + pay per result	"\$1,000/month + \$150 per qualified patient"
Refund Guarantee	"X outcome in X timeframe or full refund"	"15 qualified patients in 60 days or full refund"
Full Retainer + Performance Bonus	Monthly retainer + bonus for hitting goals	"\$3,000/month + \$1,000 bonus if we hit 20+ patients"
Red Zone Guarantee	"X outcome in X timeframe or we pay YOU"	"20 patients in 60 days or full refund + \$5,000 wire transfer"
No Guarantee	Client pays, no promise of specific outcome	"\$3,000/month for Facebook ads management"

The more proof you have, the less you need to rely on guarantees.

Ground rules for guarantees:

Rule 1: Beginners remove financial risk on THEIR end

Don't say "we'll give you a full refund AND pay you \$5k." Say "we'll work for free until we hit the guarantee." Work your way up to more aggressive guarantees as you gain experience.

Rule 2: Must be a win-win

Both parties must hold each other accountable. Clients must follow your process. You must deliver on your promise.

Rule 3: Have contingencies

Clear RULES the client must follow to qualify. If the client follows rules, the guarantee will be hit. If the client doesn't follow rules, the guarantee is voided (but still deliver good service).

Rule 4: Be willing to lose some profit to hit the guarantee

It's the cost of doing business. Better to work for free and get a testimonial than to have an unhappy client.

Creating Your Offer Step-By-Step

You now have all the information you need on crafting your offer, now it's time to create it using the below offer creation worksheet...

Offer Creation Worksheet

Final Tips

When you're starting out, your only job is to get the fire hose of leads turned on. You need conversations. You need data. You need to get reps in. "Flow" is about making it as easy as humanly possible for someone to raise their hand and say "yes."

We remove all UNNECESSARY hoops people must jump through in order to raise their hand and show interest in buying your thing.

The way we do this:

- Make a HUGE "sexy" claim & overdeliver
 - ask yourself:
 - How much can I give away to make this completely irresistible?
 - What can I say in my ads that would make it UNREASONABLE for someone to not want to learn more
 - What can I do that no one else can at scale?
- Make a BIG GUARANTEE that comes with that claim
 - For ex: only pay us when we bring you X result (pay on results offer)

The most common pitfall people fall into here is getting paralyzed by perfectionism. They overthink every little detail.

- What if I can't get them results?
- What if my onboarding isn't perfect?
- What if my systems aren't built out?
 - When you have less than 10-20 clients, you bet on your own ability to get them results, even if it means working 1-on-1 and dragging them across the finish line yourself.
 - I've had to do this so many times, when I sell someone on something I'm not even 100% sure I can deliver on, I rely on the CONVICTION I have in myself to figure it out better than anyone else can.

And in the worst case scenario you give them a refund and learn a valuable set of lessons. Who gives a shit? The data and the potential testimonial you get from that first client is worth 10x the refund.