

Course 1, Lesson 7: Your Minimum Viable Offer (MVO)

1. Core Concept & Learning Objective

Concept: Your Minimum Viable Offer (MVO) is your "easy yes" paid product. It's the logical next step after your free lead magnet. It's not your \$5,000 magnum opus; it's a high-value, low-risk offer (typically \$50-\$250) like a "power hour" consult, a digital template toolkit, or a paid mini-workshop. It's designed to solve the *next* problem and get your new lead to become a *customer* as quickly as possible.

Learning Objective: By the end of this lesson, you will **design** a compelling MVO that is the logical next step from your lead magnet. You will **price** it strategically using a "value-based" model and **package** it into a clear, irresistible offer.

2. Interactive Content Activities (3 Activities)

Activity 1: The "Logical Next Step" Brainstorm (Strategic Exercise)

- **Description:** Your lead magnet and MVO must be perfectly aligned. If your lead magnet is "The 10-Point Podcast Launch Checklist" (the "What"), your MVO should be the "How" or the "Done-With-You."
- **Instructions:**
 1. Look at your Lead Magnet (L4).
 2. Ask: "After someone downloads this, what is their *very next* problem?"
 - *Example:* After the checklist, their problem is "I don't know what equipment to buy" or "I'm scared to edit my first episode."
 3. Brainstorm 3 MVO ideas that solve that *next* problem:
 - **MVO Idea 1 (Consult):** "The 'Podcast Tech' Power Hour" (\$150)
 - **MVO Idea 2 (Template):** "The 'First Episode' Editing Template for GarageBand" (\$75)
 - **MVO Idea 3 (Workshop):** "The 90-Minute 'Record & Edit Your First Episode' Workshop" (\$200)

- **Expected Outcome:** 3 MVO ideas with formats and price points, all logically flowing from your lead magnet. You will select one to build.

Activity 2: Value-Based Pricing (Strategic Exercise)

- **Description:** We do not price based on "hours." We price based on the *value of the outcome*. How much is it worth to your client to have this problem solved?
- **Instructions:**
 1. Choose your best MVO idea from Activity 1.
 2. **Anchor it:** What is the "Big, Expensive" alternative?
 - *Example:* "A full-service podcast producer costs \$2,000/mo."
 3. **Define the Transformation:** What is the tangible, valuable *outcome*?
 - *Example:* "They will go from 'confused' to 'having a professionally recorded and edited first episode ready to upload.' The value is confidence and speed."
 4. **Set your MVO Price:** Choose a "low-risk, high-value" price between \$50 - \$250 that feels like a "no-brainer" compared to the \$2,000 alternative.
- **Expected Outcome:** A final, confident price for your MVO and a 2-sentence "Value Statement" that justifies it (e.g., "Stop wasting weeks on YouTube. Get your first episode 100% done in 90 minutes. \$200.").

Activity 3: The "Offer Stack" (Creative Development)

- **Description:** We make your MVO irresistible by "stacking" the value. This isn't just one thing; it's a "package" or "toolkit." We'll list all the components to make the price seem tiny in comparison.
- **Instructions:**
 1. **Start with your Core Offer:** (e.g., "The 90-Minute 'First Episode' Workshop")
 2. **Add Bonus 1 (Template):** (e.g., "My Personal 'Episode Editing' Checklist")
 3. **Add Bonus 2 (Toolkit):** (e.g., "The 'Podcast Equipment' Budget Toolkit")
 4. **Add Bonus 3 (Support):** (e.g., "Access to the 15-min Q&A Recording")
 5. List them all out with their "perceived value":

- Workshop (Value: \$200)
- Checklist (Value: \$25)
- Toolkit (Value: \$50)
- Q&A (Value: \$75)
- **Total Value: \$350 // Your Price: Just \$200**
- **Expected Outcome:** A compelling "Offer Stack" list that you will use on your sales page and in your "Offer" email (L6).

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The Minimum Viable Offer (MVO) Blueprint

- **Description:** This is the 1-page business plan for your first paid product. It defines what you're selling, who it's for, why it's valuable, and what's included.
- **Step-by-Step Instructions:**
 1. Create a new document titled "[Your Business Name] - MVO Blueprint."
 2. **Section 1: The Offer:**
 - **MVO Name:** (e.g., "The 'First Episode' Workshop")
 - **Lead Magnet Alignment:** (e.g., "This is the 'How-To' for the 'What' in my Podcast Launch Checklist.")
 3. **Section 2: The Price & Value:**
 - **Price:** (e.g., "\$200")
 - **Value Statement:** (e.g., "This workshop saves 10+ hours of tech frustration and gets your first episode 100% done.")
 4. **Section 3: The "Offer Stack"**
 - List all the components (Core Offer + Bonuses) and their total perceived value.
 5. **Section 4: Delivery Plan**
 - How will you deliver it? (e.g., "A 90-minute live Zoom call, with the recording and all templates emailed 1 hour after.")
 - **Evaluation Criteria:**

- *Excellent:* The MVO is the *perfect logical next step* from the lead magnet. The price is a "no-brainer," and the Offer Stack makes it feel like a massive value.
- *Adequate:* The MVO is disconnected from the lead magnet (e.g., LM is "Podcast Checklist," MVO is "IG Marketing Workshop"). The price is based on hours, and there is no offer stack.
- **Connection to Final Project:** This MVO Blueprint is **Section 7: The Minimum Viable Offer** of your **Complete Launch Playbook**. This is the *product* your entire funnel is designed to sell. The "Offer Stack" copy will be used in your "Offer" email (L6) and your future sales page.

4. End-of-Lesson Assessment (8 Questions)

1. (MC) What is the *primary* goal of a Minimum Viable Offer (MVO)?
 - A) To make you \$100,000.
 - B) To turn a lead into a *customer* quickly with a low-risk, high-value offer.
 - C) To be the most expensive, comprehensive product you can imagine.
 - D) To be a free download.
2. (MC) An MVO should be priced based on...
 - A) How many hours it takes you to make.
 - B) The value of the *outcome* and transformation it provides.
 - C) What your poorest customer can afford.
 - D) A random number.
3. (MC) What is an "Offer Stack"?
 - A) A stack of papers on your desk.
 - B) Bundling your core offer with multiple high-value bonuses to increase perceived value.
 - C) A complex, 10-part course.
 - D) Your list of tech tools.

4. (MC) Your lead magnet is a "5-Day Green Smoothie Recipe Guide." What is the most logical MVO?
 - A) A 1:1 "Life Coaching" session.
 - B) A \$50 "1-Month 'Busy-Mom' Meal Plan & Shopping List."
 - C) A \$1,000 course on "Starting a Health Coaching Business."
 - D) A guide to "Organic Skincare."
5. (SA) What are the 3 recommended formats for an MVO?
6. (SA) Why is an MVO (priced \$50-\$250) a crucial step *before* you build your \$2,000 flagship course?
7. (SA) What is the "Big, Expensive" alternative you should "anchor" your MVO price against?
8. (Scenario) A student's MVO is a 1-hour "Strategy Call" priced at \$75. Her Offer Stack just says "1-hour call." What is her biggest missed opportunity, based on this lesson?

Correct Answers: 1(B), 2(B), 3(B), 4(B). 5. A "Power Hour" Consult, a Template/Toolkit, a Mini-Workshop. 6. (Example) Because it validates that people will pay for your help on this topic before you invest hundreds of hours building a big course. It's proof of concept. 7. (Example) The high-cost alternative, like hiring a full-service agency, a 1:1 coach for 6 months, or the cost of not solving the problem (e.g., "losing \$1000s in wasted time"). 8. (Example) She's not "stacking the value." She should add bonuses.