

# High Value Offer Worksheet

1. What is the niche?
2. What is their current situation?
3. What is their desired situation?
4. What is it costing them to stay where they are?
5. What would it be worth to them to get to their desired situation?
6. What is the minimum work possible that you could do to get them there?  
(If “coaching” map this out as an 6-12 week program, if “done for you” map out exactly what you would do for them and how long this would take etc.)
7. What is a fair but still on the high side price for this offer?  
(NOTE: This should be at least \$1,000 /month for done for you and at least \$2,500 for coaching)