

BUYER, PROMISE AND PACKAGE

Build the buying decision on one page.

Separate what you know from what you are assuming. Use the next test to close the biggest gap.

01 Starting point

No product yet, early product, marketplace seller, or offline/manufacturer brand

02 Buyer

Who is the specific customer?

03 Buying moment

What happened that makes the purchase relevant now?

04 Desired progress

What useful result are they trying to achieve?

05 Current alternative

What are they buying, using or doing instead?

06 Promise

What will you promise - and what mechanism makes it plausible?

07 Package

Exactly what is included - and why is each part relevant?

PROOF, TERMS, ECONOMICS AND NEXT TEST

Finish the offer with evidence, buying terms and a decision rule.

Separate what you know from what you are assuming. Use the next test to close the biggest gap.

08 Proof

Which claims need which evidence?

09 Terms

Price, delivery, returns, support and guarantee if applicable.

10 Order economics

Revenue minus variable product, fulfilment and selling costs.

11 Riskiest assumption

What could make this offer fail even if the product itself is good?

12 Next offer test

What will you test, measure and decide next?

DECISION RULE

One buyer moment. One coherent offer. One next test that can change the decision.

This worksheet is a decision aid, not a forecast, legal checklist or guarantee.