

Build Your First Offer

An original, practical workbook from Readrr.ai

Give your idea a clear offer.

Turn a rough business idea into a customer, a promise, a scope and a sales-page draft you can put in front of people.

What you will leave with

A first offer, a short sales-page draft and three messages for gathering real customer feedback.

A manageable commitment

45-60 minutes for a first draft; customer conversations take additional time

Seven guided exercises. A completed example. Two reusable templates. Fillable spaces for your own work.

Keep a blank master copy. Save a new copy for each project or month.

Start here

Use one real task or decision throughout. Work in order the first time, then reuse the templates.

For freelancers, creators and early-stage founders who can explain their idea but struggle to explain why someone would pay.

1. Choose a customer in a situation - page 4
2. Describe a credible result - page 5
3. Put boundaries around the work - page 6
4. Set a test price you can honor - page 7
5. Write the short sales page - page 8
6. Ask for a real response - page 9
7. Revise one thing at a time - page 10

How to use the fields

Open the downloaded file in a PDF reader that supports forms. Type into a box, save a copy, close it and reopen it to confirm your answers were saved. If your reader does not support forms, print the worksheet or keep answers in a separate private document.

A useful standard

Write a first version, test it against reality and revise. A short specific answer beats a polished answer that avoids the hard question.

The kit helps you create and test a draft. It does not establish demand or guarantee sales.

A narrow offer for an independent designer

Worked example | fictional people and illustrative numbers, not a customer result or testimonial.

The vague version

"I help businesses grow with design." It gives a buyer no clear deliverable, deadline or reason to choose it.

The customer and situation

Illustrative customer: an independent consultant launching a new paid workshop, with content ready but no page to send prospects to.

The offer draft

A five-day workshop landing-page sprint: one page in the client's existing website tool, a copy outline and one revision. The client supplies workshop details and approved proof before work begins.

The scope and price

Illustrative service price: \$450 fixed. Includes one 30-minute kickoff, one page and one revision. Excludes branding, ad campaigns and a sales guarantee. This is an example service price, not the price of this workbook.

The page and next step

Headline: "Give your workshop a page you can send today." Explain who it fits, what is delivered, requirements, exclusions, price and timeline. Call to action: send workshop details to check fit before booking.

What would count as evidence

Five relevant prospects review the draft; ask what is unclear and what they currently do. A paid pilot would be stronger evidence than compliments. Record objections before changing the offer.

Choose a customer in a situation

Exercise 1 of 7 | Work at your own pace

A useful offer begins with a person facing a recognizable moment. A broad label such as "small businesses" hides different budgets, needs and alternatives. Start narrow enough that you can find and speak with the people you describe.

1. Write a specific customer, a triggering situation and a job they are trying to complete.
2. Describe their current workaround using something you have observed or label it as an assumption.
3. Choose one problem you can help with using your present skills and capacity.

A concrete example

Independent consultants launching a paid workshop need a page to share with prospects. "Everyone who needs a website" is too broad for a first test.

Customer and triggering situation

Current workaround; what is observed vs assumed

Problem I can realistically help solve

Ready to move on: You know where to find five relevant people to ask.

Describe a credible result

Exercise 2 of 7 | Work at your own pace

A clear promise describes what you can deliver and the buyer can inspect. Separate your work from outcomes affected by the customer, the market or other factors. Use plain language before adding persuasive language.

1. Complete: "For [customer in situation], I deliver [specific output] so they can [next useful action]."
2. List what you directly control and what depends on someone else.
3. Replace vague or unsupported claims with observable deliverables. Do not invent results, reviews or credentials.

A concrete example

Deliver a publishable workshop page in five working days after receiving approved content. Do not promise a sold-out workshop without evidence.

My one-sentence offer

What I control; what depends on the buyer

A claim I will narrow or remove

Ready to move on: Your promise can be checked without guessing what "better" means.

Put boundaries around the work

Exercise 3 of 7 | Work at your own pace

Scope makes an offer easier to understand and fulfill. Buyers need to know what is included, what they must supply, what happens next and where the commitment ends. Clear exclusions prevent an appealing offer from becoming an unmanageable project.

1. Name the exact deliverables, format, quantity and handover method.
2. Specify the buyer's prerequisites, timeline start condition and revision or support limits.
3. Write two important exclusions and a route for discussing extra work.

A concrete example

One landing page, one copy outline, one revision. Timeline starts after the kickoff and approved content. No logo redesign or paid ad management.

Included deliverables and format

Inputs needed; timeline; revision limits

Exclusions and extra-work process

Ready to move on: A buyer can distinguish this offer from a larger custom engagement.

Set a test price you can honor

Exercise 4 of 7 | Work at your own pace

Choose a price that works with the cost, time and risk of delivering your scope. A first price is a hypothesis, not proof of willingness to pay. Avoid imaginary discounts, fake scarcity and unsupported comparisons.

1. Estimate delivery hours, direct costs and a reasonable contingency. Calculate what remains after likely fees and costs.
2. Choose a fixed test price and write what it includes. Check applicable taxes and payment terms before publishing.
3. Record why this price is plausible and what real customer response would make you revisit it.

A concrete example

At an illustrative \$450 service price and six delivery hours, gross revenue is \$75 per hour before fees, taxes and other costs. The numbers are a planning check, not a suggested market rate.

Delivery estimate and direct costs

Test price and what the buyer receives

Evidence that would justify a price change

Ready to move on: You can fulfill the stated scope at this price without relying on an upsell.

Write the short sales page

Exercise 5 of 7 | Work at your own pace

A first sales page should help a relevant buyer decide whether the offer fits. Lead with the customer's task, show the deliverables and explain the next step. If you lack proof, use an explicitly labeled demonstration rather than a fabricated testimonial.

1. Draft six blocks: headline, who it fits, deliverables, process, price and next step.
2. Add an honest sample or worked example. State what it demonstrates and what it does not prove.
3. Answer the most likely question about timing, inputs or scope. Use one primary call to action.

A concrete example

"Launching a workshop? Get a page you can share." Follow with the page contents, five-day process, content requirements, fixed price and a fit-check request.

Headline and customer situation

Deliverables, process and honest proof

Price, key objection and call to action

Ready to move on: Someone can explain what they buy after a quick read.

Ask for a real response

Exercise 6 of 7 | Work at your own pace

Test comprehension and willingness to take a next step with relevant people. Ask about their situation before presenting your solution. A polite compliment is useful feedback about the conversation, but weak evidence of a purchase.

1. Choose five relevant prospects. Use the research message on the template page and ask permission to share the draft.
2. Ask what they currently do, what seems unclear and what would prevent the next step. Record exact words where permission allows.
3. If there is a genuine fit, invite a concrete action such as a scoped pilot discussion. Explain terms before taking money.

A concrete example

"What would you need to know before booking?" gives more useful objections than "Do you like it?" A prospect asking about start dates is a signal to investigate, not a confirmed sale.

Who I will contact and why they fit

Questions I will ask without leading

Specific next step I will offer

Ready to move on: You have a planned test with relevant people and a way to log their responses.

Revise one thing at a time

Exercise 7 of 7 | Work at your own pace

Review what people understood and what they actually did. Change the part linked to a repeated objection. If every part changes at once, you cannot tell whether the customer, promise, scope or price was the problem.

1. Separate evidence into comprehension, problem relevance and willingness to act.
2. Choose the most important repeated obstacle and revise one element. Keep a dated copy of the previous draft.
3. Set the next test: audience, number of conversations, desired action and review date. Treat a small sample as directional.

A concrete example

If prospects need a booking system but understand the page offer, test whether to add a clearly scoped integration or target buyers who already have a booking tool.

Observed responses; no guesses presented as facts

The one change I will make and why

Next test and review date

Ready to move on: Your next draft responds to evidence and has a clear test.

Your one-page offer

Copy this structure into your own document. Replace every bracket before sharing it.

Promise and fit

For [customer] facing [situation], get [deliverable] so you can [next action].

Your notes: Promise and fit

Deliverables and process

You receive [items]. You supply [inputs]. Timeline begins when [condition].

Your notes: Deliverables and process

Terms and boundaries

Price: [amount/currency]. Includes [scope]. Excludes [items]. Support/revisions: [limits].

Your notes: Terms and boundaries

Next step and proof

To start: [action]. See [honest sample]. This is [demonstration/client work with permission].

Your notes: Next step and proof

Three messages you can adapt

Use only with appropriate recipients. Personalize the context and respect a no or no response.

Research invitation

Hi [name], I am researching how [specific group] handles [task]. Could I ask about the last time you did it? No pitch needed; a short reply would help.

Your notes: Research invitation

Draft feedback request

Thanks for explaining [problem]. I drafted [offer]. Would you be open to reviewing the outline? What is unclear, and what would stop you taking the next step?

Your notes: Draft feedback request

One respectful follow-up

Hi [name], following up once on [context]. If this is relevant, the next step is [action]. If not, no need to reply; I will leave it here.

Your notes: One respectful follow-up

Response log

Person / situation / current workaround / exact objection / action taken / next test

Your notes: Response log

Finish with a useful next step

Return to the output you wanted at the beginning. What can you actually use now?

☐ Is every commercial claim supportable?

☐ Are price, deliverables, inputs and exclusions clear?

☐ Have I distinguished compliments from buying behavior?

The useful thing I produced; where it is saved

One uncertainty or limitation I should keep in view

My next action, date and evidence I will review

Reuse pages 11-12 whenever you need a fresh worksheet. Keep your completed copies private. For download or file issues, contact support@readrr.ai with the workbook name.

Reading, use and context

The exercises, examples and templates in this workbook are original Readrr.ai editorial material.

This is a practical companion, not a reproduction of the books listed below. The reading suggestions offer broader context; they do not endorse this product or establish that these particular exercises produce a guaranteed result.

Optional further reading

April Dunford, Obviously Awesome - further reading on positioning.

Rob Fitzpatrick, The Mom Test - further reading on customer conversations.

Allan Dib, The 1-Page Marketing Plan - further reading on practical marketing planning.

Use the right tool for the decision

The kit helps you create and test a draft. It does not establish demand or guarantee sales.

Your free download

One downloadable workbook for personal use. You may save and print copies for your own use and reuse the templates for your own work. Do not resell or publicly redistribute the workbook. You retain ownership of the answers and original work you add.

Support and policies

support@readrr.ai | readrr.ai/contact/ Terms: readrr.ai/terms/ | Delivery and refund requests: readrr.ai/refunds/
No email address or payment is required to download this workbook.

Edition 1 | October 2026 Copyright 2026 Readrr.ai in original, protectable content. Third-party book titles and rights remain with their respective owners.