

DAY 9: Transform Your Idea into an Offer

Once you have a great idea and an ideal customer, you need to transform the idea into an offer. An offer has a promise, a pitch, and a price.

Get in the habit of thinking of offers. Remember how I mentioned that you must have a revenue model from the beginning? This practice will help! If you think about offers almost as soon as you think of ideas, you'll be thinking more specifically at the outset... and specificity is good.

So what's an offer? As a reminder—we don't buy ideas, we buy offers. An offer is "Take a bicycling trip through French vineyards to celebrate a slower way of life. Only 6 spots are available—register now for \$450."

Or it's as simple as, "Buy these breath mints at the checkout aisle. You'll feel better, and they just cost \$2."

An offer includes three elements:

- **The Promise:** how your hustle will change someone's life
- **The Pitch:** why they should purchase or sign up now
- **The Price:** what it costs to purchase or sign up (and how to do it)

Example: [Ep. 311 - Former Construction Inspector Earns \\$200,000 Helping Students Pass Exams](#)

"Our courses feature real plans that we ship to your address, 25-30 hours of instruction, practice tests that you can revisit at any time, and access to online one-to-one coaching with an expert instructor. We are here to help you PASS the test." [price: \$449] [topics: reinforced concrete, structural welding, steel and bolting, etc.]

Before going any further, see if you can shift your idea into a simple (yet specific) offer.

Your Idea: _____

Your Promise: _____

Your Pitch: _____

Your Call to Action: _____

Now put it all together in a couple of brief and catchy lines.

Your Offer: _____

_____.

You can also create *more than one offer from your idea*. The construction inspector guy simply built more courses, and it's working really well for him. But what if he hadn't offered a specific pre-test coaching session, or a practice test? Either of those could become a separate offer.

Call to Action: Go from idea to offer. What's your idea, and how can it include a promise, a pitch, and a price?

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