FREELANCE TOOL

One-Page Offer Builder

Turn one useful service into clear page copy.

1

Draft the page before choosing a platform. The goal is to help a prospective client understand the work, decide whether it fits, and take one clear next step.

1 One buyer, one problem, one result

THE BUYER
Specific role or business type - not “everyone.”

THE PROBLEM THEY ALREADY RECOGNIZE
Use their language. Avoid invented urgency.

THE PRACTICAL RESULT
Describe what will be delivered or completed, without promising revenue.

2 Build the offer sentence

I help _____ with _____

by delivering _____

within _____ so they can _____.

3 Define what the client receives

DELIVERABLES
List files, sessions, or completed tasks.

CLIENT INPUTS NEEDED
Access, copy, images, approvals, or data.

TIMELINE
State when work starts and what can delay it.

REVISION/SUPPORT LIMIT
Set a clear boundary before payment.

THE TEST

Could a stranger explain exactly what they receive?

No income or client-volume guarantee. This worksheet supports clear communication and honest offer design.

FREELANCE TOOL

Finish the page and test the path

Proof, process, boundaries, and one action.

2

4 Show proof honestly

- [ ] Use a real client result only with permission and accurate context.
- [ ] Label a practice project or mockup as a sample.
- [ ] Explain the process and decisions when testimonials are unavailable.

THE SAMPLE OR PROOF I CAN SHOW

What will the visitor see, and how will it be labeled?

5 Make the process predictable

1. Visitor sends the essential project details.
2. I reply within _____ business day(s) with fit and next steps.
3. We agree on scope, price, timeline, and payment terms.
4. I deliver the agreed work and collect final approval.

6 Choose one next step

- [ ] Short inquiry form
- [ ] Email
- [ ] Booking request
- [ ] Other: _____

CALL-TO-ACTION SENTENCE

Example: Tell me the project type, deadline, and budget range.

7 Run the conversion-path check

- [ ] Phone layout checked: headline, proof, scope, and button are readable.
- [ ] Test inquiry submitted; notification and reply address both work.
- [ ] Price or quote process, payment terms, and refund/cancellation terms are clear.
- [ ] The page has one primary action and no invented testimonials or guarantees.

Build and test the live page

Open practicalpivot.com/freelance for the full checklist and builder option.

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