



PROFITABLE  
PRESENCE CO

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OFFER CLARITY  
ACCELERATOR™

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Define Your Offer  
With Confidence

PROFITABLE PRESENCE CO | MICHELLE FOURIE

# INTRODUCTION

## Clarity Changes Everything

When your offer is clear, everything else becomes easier.

Messaging improves. Content connects. Sales feel natural.

This framework helps you define your product at its core.

# PROBLEM CLARITY

## What Problem Do You Solve?

What is your audience currently struggling with?

What are they trying to achieve?

What is not working for them?

# TRANSFORMATION

## Define The Outcome

Where are they now?

Where do they want to be?

What changes for them after your product?

# VALUE PROPOSITION

## Your Offer Statement

I help *[who]* achieve *[result]* without *[pain point]* using *[method]*

# NAMING YOUR OFFER

## Naming Your Offer

Keep it:

- clear
- outcome-driven
- easy to understand

Avoid vague or complex names.

# PRICING THINKING

## Pricing With Confidence

Price reflects:

- clarity
- transformation
- structure

Not time or effort.

# SUMMARY

## In Conclusion

### Clarity Leads Conversion

When your offer is clear, decisions become easier — for both you and your audience.