



The F.A.S.T. Offer Formula

STOP OVERTHINKING AND
START SELLING: THE SIMPLE
GUIDE TO LAUNCHING FAST



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What is the F.A.S.T. Offer formula?



In brief, the F.A.S.T. Offer Formula helps you craft a focused pitch by stating who you are helping, what outcome they will achieve, what hassle or sacrifice you are eliminating for them, and how quickly they can expect results.

Here is a breakdown of what each letter stands for:

F – For Who: Clearly defines the target audience or ideal client the offer is specifically created for.

A – Achieved Result: Describes the primary goal, tangible outcome, or desirable transformation the offer delivers.

S – Sacrifice Removed: Identifies the common pain points, friction, effort, or sacrifices the client won't have to deal with to get the result.

T – Timeframe: Specifies how quickly or within what expected period the result will be achieved.



The Basic Template:

"I help [For Who] get [Achieved Result]
without [Sacrifice Removed] in
[Timeframe]."

Example in Action:

"I help busy executives lose 15 lbs
without giving up eating out or spending
hours in the gym in 30 days."

How to use this guide



How to Get the Most Out of This Guide

Ideally? Give this PDF a read-through. It's packed with insights on what actually makes a high-converting offer work, and understanding the core principles will serve you for years to come.

But let's be real—you're busy, and time is tight.

If you need results right now, you don't have to read every word. Just upload this PDF directly into your favorite AI tool (ChatGPT, Claude, etc.) and paste in the prompt below. It will extract the key frameworks and adapt them to your business in seconds.

Step 1: Upload This PDF

Upload this F.A.S.T. Offer Formula PDF directly to ChatGPT, Claude, or Gemini.

Step 2: Copy & Paste This Prompt

Act as my F.A.S.T. Offer strategist.

I've uploaded the F.A.S.T. Offer Formula PDF. Read it carefully and use its framework, rules, and examples to help me create a highly specific offer.

My skill or expertise is: [INSERT YOUR SKILL HERE]

Based on the F.A.S.T. framework, give me 3 different offer ideas that I could realistically create and sell.

For each offer, show me:

- 1.F — For Who: Who exactly is this offer for?
- 2.A — Achieved Result: What specific result will they get?
- 3.S — Sacrifice Removed: What pain, effort, or hassle will they avoid?
- 4.T — Timeframe: How quickly can they achieve the result?
- 5.One-Liner: Put everything together into one clear, compelling offer statement.

Make the offers specific, practical, and easy to understand. Avoid generic offers.

After giving me the 3 ideas, tell me which one you think is easiest to launch and test first, and why.

STEP 3 — Make It Yours

Replace the [INSERT YOUR SKILL HERE] section with your skill or expertise. Then answer the AI's questions and refine the ideas until you find an offer you love.

Pro Tip: Feed Your Real Experience into the AI

AI doesn't know your life story unless you tell it.

Most people get generic answers from AI because they give generic, 1-line prompts. The real magic happens when you give ChatGPT your personal context and life experience.

Before or after you run the initial prompt, tell the AI what you've actually been through.

Here are some hypothetical examples of what you could tell the AI:

- Share your personal experiences: "I personally went through a painful divorce 3 years ago and came out much stronger because I developed a daily emotional reset routine. How can we turn that experience into a FAST offer?"
- Share your past mistakes: "I sold my first house last year and made 3 massive financial mistakes that cost me thousands. I wish I had a guide to avoid them. What kind of offer could help first-time home sellers avoid those exact 3 mistakes?"
- Share real people you've already helped: "I'm a fitness enthusiast and I've informally helped 2 of my friends drop 15 lbs just by changing their lunch habits. How do we turn that exact win into a structured beta program?"



Remember

Your skill is the engine, but your personal story is the fuel. When you feed your real-life experiences into the AI, it gives you hyper-personalized offer ideas that nobody else on earth could teach.

The F.A.S.T. Framework Breakdown



Now, let's dissect the four core elements of the F.A.S.T. Framework. When combined, these components turn a vague business idea into a sharp, high-converting offer that immediately grabs your ideal customer's attention.

F - For Who

Who is your offer actually for?

Why Most Offers Fail:

They try to speak to everyone. When your messaging is diluted, it gets ignored.

The For Who rule requires a hyper-specific avatar. You are zeroing in on an exact role, pain point, or life situation so that your target reader has a clear reaction:

👉 "Wait... they built this specifically for ME."

Broad Avatar vs. F.A.S.T. Avatar

Broad Avatar

- Busy moms
- Corporate professionals
- Entrepreneurs

F.A.S.T. Avatar

- Working moms with toddlers
- VP-level executives commuting 1+ hours daily
- B2B agency owners stuck at \$10k/month

Key Takeaway:

Specificity = Authority. Shrinking your target audience increases your perceived value and drives higher conversion rates.

A - Achieved Result

What is the exact, measurable outcome you deliver?

Your client isn't buying your process, your hours, or your modules—they are buying a destination—a concrete result.

Vague promises like "I help you gain confidence", "I give you more energy", or "I help you grow your business" are difficult for people to evaluate because the outcome isn't concrete or specific, and the human brain often fails to understand its value.

The Achieved Result must be specific on a clock, a scale, a camera lens, or a bank account balance. It translates an abstract feeling into a tangible, concrete result.

Shift from selling the journey to selling the destination.

Nobody buys a plane ticket because they love sitting in coach for 8 hours—they buy it because they want to wake up in Hawaii.

In the same way, your clients don't buy your process, your hours, or your modules. They buy the Achieved Result.

When you use vague promises like "I help you feel confident" or "I help you scale your business," potential clients tune out.

Why? Because if the brain can't grasp the final result, it can't evaluate its value. Your goal is to translate abstract feelings into measurable transformations.

VAGUE PROMISE vs. AUDITABLE RESULT

✗ Vague Promise : I help you build self-confidence.

✓ Specific Result: Speak on camera without stuttering or re-recording.

✗ Vague Promise: I help you get in shape.

✓ Specific Result: Drop 10 pounds and fit back into your pre-baby jeans

✗ Vague Promise: I help you grow your personal brand.

✓ Specific Result: Write 30 days of high-converting LinkedIn posts.

3 Ways to Turn Vague Skills into Specific Results

1. The "Camera & Stage" Test (Confidence): Instead of promising "confidence," promise the exact scenario where confidence is needed—e.g., "Pass executive board presentations without second-guessing yourself."
2. The "Balance Sheet" Test (Business/Career): Instead of "business growth," promise a specific metric—e.g., "Add \$5,000 in recurring revenue" or "Fix 3 checkout drop-off points."
3. The "Daily Habit" Test (Health/Lifestyle): Instead of "feeling better," promise a visible daily change—e.g., "Wake up at 6:00 AM energized without hitting snooze 4 times."

The Golden Rule: If you can't measure the result on a clock, a scale, a spreadsheet, or a video recording, make it more specific!

S – Sacrifice Removed

What friction, pain, or sacrifice are you eliminating?

The secret to making an offer irresistible isn't just promising a great result—it's eliminating the pain and effort usually required to get it.

When people hear a goal like "get fit" or "scale a business," their brain immediately lists everything they hate: strict diets, endless cold calls, losing sleep, or relentless discipline.

The Sacrifice Removed component explicitly kills their #1 objection upfront by answering the question: "What do I NOT have to suffer through to get this?"

The "WITHOUT" Clause in Action

✗ High Friction: "Get fit by working out 6 days a week at the gym."

✓ Low Friction: "Get fit in 10 minutes a day from home—without buying a gym membership or commuting."

✗ High Friction: "Grow your business by making 50 cold calls a day."

✓ Low Friction: "Get 5 qualified sales meetings every week—without picking up the phone or doing cold outreach."

✗ High Friction: "Eat healthy by meal-prepping for 4 hours every Sunday."

✓ Low Friction: "Drop 10 lbs with simple 15-minute recipes—without giving up weekend dinners or tracking every calorie."

How to Target the Right Sacrifice

To make your "**WITHOUT**" clause hit hard, ask yourself:

1. Time & Convenience: What hour-long task can you shrink into a 10-minute routine?
2. Comfort & Joy: What favorite thing are they terrified of losing (e.g., pizza, weekends, social life)?
3. Past Trauma: What failed method have they tried before that they never want to do again?

The Golden Rule:

Your "Sacrifice Removed" must target the exact reason your client quit or failed in the past.

T - Timeframe

How long will it take to get the result?

A goal without a deadline is just a wish.

When someone evaluates your offer, their brain instantly asks: "How long until I see the result?"

If your timeline is open-ended—such as "learn at your own pace" or "improve over time"—prospects hesitate. Vague timelines feel endless, expensive, and risky.

The **Time Frame** component gives the buyer a concrete finish line so they know exactly when they will cross it.

Vague Timeline vs. Specific Timeline

✗ Vague: "Get in shape over time."

✓ Specific: "Lose 10 pounds in 10 weeks."

✗ Vague: "Learn social media marketing."

✓ Specific: "Write 30 days of high-converting posts in your first 14 days."

✗ Vague: "Fix your work-life balance."

✓ Specific: "Shut off work by 6:00 PM every night within 21 days."

Why Deadlines Drive Conversions

1. Creates Urgency: A defined timeline makes the solution feel actionable right now—not "someday."
2. Lowers Anxiety: Knowing the exact duration lets buyers plan their schedule and commit mental energy with confidence.
3. Increases Perceived Value: Speed increases value. The faster a client gets from point A to point B, the more valuable your offer becomes.

The Golden Rule:

Always anchor your result to a specific day, week, or calendar milestone. Specificity builds trust; ambiguity kills sales.



Proof & Real-World Application

WHY HYPER-SPECIFIC OFFERS SELL MORE

Why do hyper-specific offers consistently outperform broad, general ones? It comes down to human psychology, trust, and how our brains evaluate value and risk:

- **Instant Recognition:** When an offer is hyper-specific, your ideal client doesn't have to guess if it applies to them. They read it and instantly think: "This person is speaking directly to MY exact situation."
- **Lowers Perceived Risk:** Broad offers feel vague, and ambiguity triggers hesitation. A specific offer with a clear result and timeframe feels structured, tangible, and much safer to buy.

- **Eliminates Competition:** Selling general skills (like "life coaching" or "marketing") forces you into a commodity trap where you compete on price. Solving a hyper-specific problem makes you the only logical choice.
- **Perceived Value Skyrockets:** People gladly pay premium prices for precision. A generic solution feels like a basic commodity, while a targeted protocol commands high-ticket fees.

BROAD OFFER VS. F.A.S.T. OFFER

Industry / Niche: Life Coaching

 **Broad, Low-Value Offer:** "I help busy moms reduce stress and find work-life balance."

 **F.A.S.T. High-Value Offer:** "Help working moms of toddlers reclaim 90 minutes of quiet 'me time' every night in 30 days—without staying up past midnight."

Industry / Niche: Executive Coaching

 Broad, Low-Value Offer: "Executive coaching to help leaders avoid burnout and improve productivity."

 F.A.S.T. High-Value Offer: "Help VP-level leaders completely shut off work by 6:00 PM every night in 21 days—without falling behind on deliverables."

Industry / Niche: Health & Fitness

 Broad, Low-Value Offer: "Customized workout coaching to help busy professionals lose weight."

 F.A.S.T. High-Value Offer: "Help corporate dads who commute 1+ hours daily drop 15 lbs in 90 days—without gym sessions or giving up weekend beers."

Industry / Niche: Courses & Content

 Broad, Low-Value Offer: "Masterclass on social media marketing to grow your brand and audience."

 F.A.S.T. High-Value Offer: "Write 30 days of high-converting LinkedIn posts in 2 hours using 5 fill-in-the-blank templates—in your first 14 days."

Industry / Niche: Freelance Services

 Broad, Low-Value Offer: "UX/UI designer offering website redesigns and audits."

 F.A.S.T. High-Value Offer: "Fix the top 3 drop-off points in your Shopify checkout to lift conversions by 15%+ in 14 days—or you pay \$0."

Industry / Niche: Wellness / Mindset

✗ Broad, Low-Value Offer: "Laughter yoga sessions to reduce anxiety and feel happier."

✓ F.A.S.T. High-Value Offer: "A 5-minute 'anti-meditation' daily protocol for burned-out executives to eliminate brain fog—without sitting still in silence."

10 REAL-WORLD EXAMPLES OF F.A.S.T. OFFERS

Here is how the F.A.S.T. formula looks across 10 completely different niches:

1. **Fitness & Wellness (Dads):** "Help corporate dads who commute 1+ hours daily drop 15 lbs in 90 days—without gym sessions or giving up weekend beers."
2. **Executive Coaching / Productivity:** "I help VP-level leaders completely shut off work by 6:00 PM every night in 21 days—without falling behind on deliverables."
3. **Parenting & Lifestyle (Moms):** "I help working moms of toddlers reclaim 90 minutes of quiet 'me time' every night in 30 days—without staying up past midnight."

4. **Agency / B2B Marketing:** "We add 100 new paying members to your boutique gym in 30 days—without spending a dollar upfront on ads."
5. **Courses & Digital Products:** "Write 30 days of high-converting LinkedIn posts in 2 hours using 5 fill-in-the-blank templates—in your first 14 days."
6. **E-Commerce / Freelance Services:** "Fix the top 3 drop-off points in your Shopify checkout to lift conversions by 15%+ in 14 days—or you pay \$0."
7. **Alternative Health & Stress Relief:** "A 5-minute 'anti-meditation' daily protocol for burned-out executives to eliminate brain fog—without sitting still in silence."
8. **Career Development & Gen-Z:** "I help recent college graduates secure 3 high-paying corporate interviews in 30 days—without sending out hundreds of blind resume applications."

9. Relationship Coaching for Parents: "I help parents of school-aged kids eliminate daily parenting arguments and restore weekly date nights in 6 weeks—without expensive marriage therapy."

10. Public Speaking & Performance: "A 60-second physiological warm-up routine for public speakers to eliminate vocal tightness and stage fright before going live—without awkward vocal drills."



Launching Your Offer: Your Next Step

Many entrepreneurs think they need another certification, another degree, or a brand-new skill before they can launch.

That is a trap. You don't need new skills—you need a better way to package the skills you already have into an offer that can sell consistently without forcing you into endless sales calls.

Here are 3 mindsets to adopt when packaging your existing skills:

1. **Sell the Destination, Not the Engine:** Your skill is just the vehicle; your F.A.S.T. offer is the ticket. Clients don't buy the airplane engine—they buy a fast, direct flight to paradise.

2. One Skill = 10 Different Offers: Your core skill (e.g., copywriting, fitness, coding, design) can be packaged into dozens of different F.A.S.T. offers simply by changing the target audience (Avatar) and the main pain point removed.
3. Perfection is the Enemy of Momentum: Your first F.A.S.T. offer doesn't have to be perfect—it just needs to be specific. Put it out into the world, let real data guide you, and sharpen it as you go.

Your Next Step: Stop Building Alone

Most people get stuck when they try to do this alone. They spend months overthinking, tweaking details, and never actually launching.

According to research commonly attributed to the Association for Talent Development (ATD), having a specific accountability appointment can raise the likelihood of achieving a goal to as high as 95%.

That is why we created the Freedom Founder Club. The very first thing we do together inside the Club is the 30-Day Launch Sprint.

We take your F.A.S.T. offer and turn it into a live business system in 30 days or less—and no, your product does not need to be fully finished before you launch. You don't need to spend months creating a massive, complex program in advance. Because our framework strips away all the unnecessary noise, members have been able to launch their offers in as little as one week.

30 days isn't a tight deadline—it's a relaxed, step-by-step buffer to validate your offer and get it live, even if you take it slow.

If you are serious about launching a leverage-based knowledge business and building real freedom, don't stay stuck in overthinking mode.

👉 Join the Freedom Founder Club today and let's get your offer launched together.

[Visit www.freedomfounderclub.com](http://www.freedomfounderclub.com)