

BUSINESS IN A BOX

BUILD THE OFFER PRICE & SALES MESSAGE

Turn your finished product into a clear, honest offer
the right customer can understand and evaluate.

POSITION • PACKAGE • PRICE • PROOF • MESSAGE • HANDOFF

No fake urgency. No income promises. No mystery-value math.

Created by Mr. Mike

A Great Product Still Needs a Clear Offer

This guide turns the finished product from Guide 04 into a truthful buying decision - not a louder collection of claims.

A product is what the customer receives. An offer explains who it is for, what problem it addresses, what is included, how the customer uses it, what it costs, what it does not promise, and why the purchase may be worthwhile for the right person.

Your goal is not to pressure everyone. Your goal is to help the intended buyer recognize the fit, understand the work required, and make an informed yes-or-no decision.

YOUR FINISH LINE: One approved Offer Brief containing positioning, product name, buyer fit, deliverables, benefits, pricing logic, bonuses, proof, objections, limitations, refund decision, ethical urgency, core sales messages, and a Context Capsule ready for Guide 06.

What you will complete

- A dedicated Offer Studio conversation using the Product Handoff from Guide 04.
- A one-sentence positioning statement and practical buyer profile.
- A responsible promise connected to the product's actual outcome.
- A clear offer stack that distinguishes core deliverables from true bonuses.
- A price selected through costs, fit, market context, support burden, and testing.
- A proof plan that never invents customers, testimonials, or results.
- Objection responses, FAQs, buyer responsibilities, and important limitations.
- Short, medium, and long-form sales messages plus strong calls to action.
- A companion-offer plan for optional order bumps or one-time upsells.
- A final Offer Brief saved for the Systeme.io funnel build.

You are not publishing the landing page yet. Guide 06 will build the pages, checkout, email delivery, and automations from the approved information created here.

REQUIRED INPUTS

Bring Forward the Finished Product - Not Old Ideas

Guide 04 created the customer files and a Product Handoff Record. Those approved materials outrank early brainstorming. Your offer must describe the product that exists now, not the larger product you once imagined.

Open these items

1. FINAL_Product_Handoff_[Product_Name]_[Date] from 04 - FINAL PRODUCT.
2. The final customer-ready product files from 04 - FINAL PRODUCT.
3. The approved Product Brief from 02 - PRODUCT RESEARCH.
4. The final Business Context Capsule from your Business Command Center.
5. Verified research and Evidence Log entries supporting the audience problem.
6. Your documented costs, software, support limits, and available time.
7. Any real feedback or testing notes you have permission to use.

Handoff integrity prompt

Review the Product Handoff Record and final product information I provide. Do not write sales copy yet. Identify mismatches between the original Product Brief and finished product, unsupported benefits, unclear deliverables, missing prerequisites, outdated facts, support obligations, and promises the product cannot responsibly make. Ask one question at a time until the finished product is accurately documented. End with OFFER INPUTS READY or OFFER INPUTS NOT READY.

IF THE PRODUCT CHANGED, UPDATE THE HANDOFF. Do not hide a weaker deliverable behind stronger marketing. The offer must remain accurate after the customer opens the files.

Correct and resave the Product Handoff before continuing. This prevents every later sales message from inheriting the same mistake.

Open the Fourth Dedicated Business Chat

Either device. A phone works for reviewing and answering questions. A computer is recommended for comparing files, maintaining message banks, and preparing the funnel handoff.

Start a fresh ChatGPT conversation and rename it:

04 - OFFER STUDIO - [SHORT PRODUCT NAME]

The conversation sequence now remains easy to follow:

1. 01 - Business Command Center: Your approved business foundation.
2. 02 - Product Research and Validation: Audience, evidence, product selection, and Product Brief.
3. 03 - Product Studio: Product creation, testing, final files, and Product Handoff.
4. 04 - Offer Studio: Positioning, package, pricing, proof, and sales message.

Keep this chat focused

- Do not design the landing page inside this conversation.
- Do not troubleshoot Systeme.io here.
- Do not create an unrelated traffic strategy or second product.
- Do not let ChatGPT change the finished product to strengthen a headline.
- Do not paste private customer information or unapproved testimonials.

ONE OFFER, ONE STUDIO. Guide 06 will open a separate Funnel Studio and receive the approved Offer Context Capsule from this chat.

Paste the approved Product Handoff, Product Brief, and Business Context Capsule. Then use the master prompt on the next page.

Set Up the Offer Studio

OFFER STUDIO SETUP PROMPT

Act as my ethical digital-product offer strategist, pricing analyst, and sales-message editor. Build one clear offer from my finished product and approved research.

SOURCE PRIORITY: final Product Handoff; actual customer files; approved Product Brief; verified evidence; Business Context Capsule; documented costs and constraints. If materials conflict, stop and ask me.

PROCESS: Work in stages: finished-product audit, buyer fit, problem context, outcome, positioning, product name, deliverables, benefits, bonuses, companion offers, pricing, proof, objections, FAQs, buyer responsibilities, limitations, refund decision, urgency, sales-message framework, CTA, and final Offer Brief. Ask for approval before moving stages.

TRUTH RULES: Never invent customers, testimonials, scarcity, deadlines, credentials, statistics, savings, results, income, or value. Do not guarantee platform reach, revenue, sales, or personal outcomes. Distinguish product facts, creator experience, buyer responsibilities, assumptions, and tests.

WRITING: Use plain language from the Product Voice Guide. Make benefits specific and believable. Explain effort, tools, prerequisites, and limitations before purchase. No shame, manipulation, fake countdowns, inflated crossed-out prices, or “anyone can do this instantly.”

QUALITY: Flag unsupported claims as [VERIFY], missing creator information as [CREATOR INPUT], legal or policy questions as [REVIEW], and proposed tests as [TEST]. Do not write the sales page yet.

First summarize the product, buyer, outcome, deliverables, evidence, limitations, and missing offer decisions. End with READY FOR OFFER STRATEGY or NOT READY.

Approve the foundation only when

- The product description matches the actual delivered files.
- The buyer is specific enough to recognize themselves.
- The outcome is useful without becoming a guaranteed result.
- Customer effort and prerequisites are visible.
- Unknowns are labeled instead of filled with assumptions.

IF THE AI MAKES THE PRODUCT SOUND BETTER THAN IT IS, CORRECT IT. Clear and believable beats impressive and fragile.

Understand the Difference Between Product and Offer

The same product can be presented through a confusing offer or a clear one. Improving the offer does not mean exaggerating the product. It means helping the buyer understand the relationship between their current situation and what the product provides.

The product answers

- What files, tools, lessons, templates, or resources are delivered?
- How are they organized and used?
- What process does the customer complete?
- What quality, accuracy, and usability standards were applied?

The offer answers

- Who is this designed for right now?
- What problem or job makes the product relevant?
- What realistic progress does it help create?
- Why might this approach fit better than continuing to guess?
- What is included, required, excluded, and supported?
- What does it cost and what is the purchasing policy?
- Why should the buyer trust the description and creator?

Offer diagnosis prompt

Create a two-column PRODUCT FACTS versus OFFER DECISIONS table using my approved materials. Product facts must describe only what exists. Offer decisions may include positioning, packaging, price, bonus, support, refund, and message choices still requiring approval. Flag any marketing idea that would require changing the product or proving a new claim.

MARKETING CANNOT REPAIR A PRODUCT-PROMISE MISMATCH. If the offer requires a result the product does not support, change the offer or return to product development.

Describe the Purchase Moment - Not Just Demographics

The useful buyer profile is a situation. It explains what the person is trying to do, what has made progress difficult, what they already understand, and what makes them ready for this product now.

Define six buyer-fit elements

1. Current task: What are they actively trying to create, decide, organize, fix, or learn?
2. Current stage: Beginner, early action, experienced but stuck, or ready to improve?
3. Trigger: What happened recently that made the problem more important?
4. Attempts: What have they tried and why did it remain incomplete?
5. Constraints: Time, budget, device, confidence, skills, audience size, or tool access.
6. Readiness: What must they be willing and able to do for the product to help?

Fit statement prompt

Using the approved audience evidence, write three buyer-fit statements based on current task, stage, trigger, attempts, constraints, and readiness. Do not invent emotions or demographics. Include a NOT FOR statement for each version. Recommend the version that most accurately matches the finished product and explain the tradeoff.

Useful fit language

“This is for early-stage creators who understand their audience but need a structured process for turning one validated problem into a finished digital product.”

Weak fit language

“This is for anybody who wants passive income and freedom.”

EXCLUDING THE WRONG BUYER BUILDS TRUST. A specific “not for” statement can reduce refunds, support problems, and disappointment.

Explain the Cost Without Manufacturing Fear

A sales message should make the problem recognizable, but it should not magnify normal uncertainty into disaster. Use evidence and ordinary consequences rather than shame, panic, or invented urgency.

Responsible problem language

- Describe what the buyer is trying to accomplish.
- Name the repeated obstacle using language observed in research.
- Explain the practical consequence: wasted time, scattered work, repeated mistakes, delayed decisions, or avoidable cost.
- Acknowledge what free information can and cannot reasonably provide.
- Avoid blaming the buyer for not already knowing the process.
- Do not imply their family, business, health, identity, or future will collapse without your product.

Problem narrative prompt

Write three responsible problem narratives for the approved buyer. Use only verified audience evidence. Each version should describe the task, obstacle, current workaround, practical cost, and why a structured solution may help. Do not use fear, shame, fabricated statistics, “you are doing everything wrong,” or exaggerated consequences. Label any statement requiring evidence.

Problem-to-offer bridge

Complete this bridge accurately: “If you are [BUYER SITUATION] and keep getting stuck at [SPECIFIC OBSTACLE], this product gives you [TYPE OF GUIDANCE OR TOOL] so you can [CUSTOMER-CONTROLLED PROGRESS] without [HONESTLY REDUCED FRICTION].” Create five versions and identify any unsupported phrase.

THE PROBLEM CREATES RELEVANCE. It does not give you permission to emotionally corner the buyer.

Sell the Progress the Product Can Support

The Product Promise from Guide 04 described the Minimum Useful Outcome. The Offer Promise translates that outcome into buyer-facing language while preserving its limits.

A responsible promise contains

- The person: Who is expected to use the process?
- The starting point: What are they currently missing or struggling to organize?
- The supported progress: What can they create, understand, decide, or complete?
- The method: What type of process or tools support that progress?
- The boundary: Which result remains outside your control?

Promise stress test

- Can a careful reader interpret this as guaranteed income or performance?
- Can the product reasonably deliver the stated guidance and tools?
- Does the customer control the action required?
- Would you feel comfortable defending every word after a refund request?
- Does the promise remain true without the buyer becoming an exceptional success story?

Create five buyer-facing Offer Promises from the approved Minimum Useful Outcome. Each must identify the buyer, starting problem, customer-controlled progress, and method. Avoid guaranteed money, sales, speed, reach, health, or platform results. Under each version, show exactly which Product Handoff facts support it and which words create interpretation risk.

PREFERRED PROMISE PATTERN: “Build or complete X using Y process” is usually safer and clearer than “Get X result.”

Select one primary promise and one shorter version. Save both as approved offer language.

Give the Product a Clear Place in the Buyer's Mind

Positioning helps the buyer understand what this is, who it serves, and how it differs from the alternatives they already know. It does not require claiming that your product is the first, only, easiest, fastest, or best.

Four positioning decisions

1. Category: Guide, system, workbook, toolkit, template bundle, prompt pack, or another accurate description.
2. Audience: The person and stage this version prioritizes.
3. Job: The main progress the product helps them complete.
4. Difference: The practical design choice that improves fit, such as beginner sequence, mobile usability, examples, niche adaptation, or built-in quality checks.

Positioning formula

For [SPECIFIC BUYER] who need to [JOB], [PRODUCT] is a [CATEGORY] that helps them [SUPPORTED PROGRESS] through [REAL DESIGN DIFFERENCE].

Positioning prompt

Create ten positioning statements using the approved product facts. Vary category and emphasis without changing the promise. For every statement, explain the intended buyer interpretation, supporting product evidence, possible confusion, and any superiority claim that should be removed. Recommend the clearest version, not the cleverest.

Difference must be visible

- If you claim step-by-step, the steps must be complete and ordered.
- If you claim beginner-friendly, hidden knowledge must be explained.
- If you claim mobile-friendly, the final files must be tested on mobile.
- If you claim reusable prompts, they must work in fresh chats across intended niches.
- If you claim practical, the customer should produce real decisions or deliverables.

DIFFERENT DOES NOT MEAN UNPROVEN. Lead with a real product decision customers can experience.

Make the Name Clear Before You Make It Clever

A product name has two jobs: become identifiable and help the right buyer understand what kind of solution they are considering. The name does not need to carry the entire sales message alone.

Name components

- Brandable title: A memorable phrase connected to the experience or method.
- Descriptive subtitle: Audience, problem, outcome, or format in plain language.
- Version or edition: Useful when the product changes by year, platform, or level.
- Search language: Natural phrases buyers may use, without keyword stuffing.

Name filters

- Does it accurately describe the product?
- Can the intended buyer pronounce and remember it?
- Does it create an income, health, speed, or guaranteed-result implication?
- Is it easily confused with another business or well-known product?
- Is the social handle or domain relevant enough to investigate?
- Could the subtitle explain the product even if the title means nothing yet?

Generate 25 product-name directions using my positioning, audience language, and approved promise. Include a descriptive subtitle for each. Group them as DIRECT, BRANDABLE, METHOD-BASED, and SEARCH-FRIENDLY. Remove names that imply guarantees or unsupported speed. Flag possible trademark or confusion risks for independent checking; do not claim legal clearance.

NAMING IS NOT TRADEMARK CLEARANCE. Search the market and consult qualified legal help when the brand investment or risk justifies it.

Show Exactly What the Buyer Receives

The offer stack is the organized list of deliverables, access, support, and policies included in the purchase. It should reduce uncertainty, not make three files look like thirty-seven products.

For each deliverable state

- Exact name and file type.
- Purpose in the customer journey.
- What the customer does with it.
- Which problem or decision it supports.
- Required software, account, device, or printing.
- Whether updates, support, or future access are included.
- Any personal-use or redistribution restriction.

Stack audit prompt

Create a clean offer stack from the final customer manifest. For each component include name, format, purpose, customer action, prerequisite, and supported benefit. Combine duplicates. Do not rename one file multiple ways, count pages as separate bonuses, or assign made-up dollar values. Separate CORE PRODUCT, INCLUDED SUPPORT, TRUE BONUS, and NOT INCLUDED.

Stack presentation order

1. Lead with the main result and primary product.
2. Show the components in the order the customer uses them.
3. Connect every component to a useful action or decision.
4. State access and support terms plainly.
5. End with exclusions or next steps where needed.

A BIGGER STACK CAN CREATE MORE CONFUSION. If an item does not support the main outcome, remove it or make it a separate offer.

Add Something Only When It Improves Completion

A true bonus is useful but not required for the core promise. The customer should still receive a complete product without it. Do not remove an essential tool from the main product and pretend it is an extra gift.

Good bonus roles

- Faster start: A setup checklist, example, or starter template.
- Reduced friction: A troubleshooting guide or decision aid.
- Convenient reference: A one-page summary of material already taught.
- Alternative use: A different format for customers who print or work on mobile.
- Next-stage preview: A limited tool that does not create a second giant promise.

Weak bonus behavior

- Twenty generic AI prompts unrelated to the product.
- Old material added because it already exists.
- A core worksheet renamed “Bonus #1.”
- A private community you do not intend to manage.
- Future updates promised without a maintenance plan.
- Fake values such as “\$997 value” with no evidence of real pricing.

Evaluate every proposed bonus against the approved Offer Promise. Score completion support, relevance, maintenance burden, support burden, perceived clarity, and risk of distracting from the main product. Recommend KEEP, MOVE INTO CORE, SELL SEPARATELY, or REMOVE. Do not assign invented monetary values.

BONUS RULE: It should make the right customer think “that will help me use this,” not “why is all this random stuff included?”

Plan Order Bumps and One-Time Upsells Responsibly

A companion offer solves a closely related problem that becomes relevant during or immediately after the main purchase. It should stand on its own and remain optional. The main product must not feel intentionally incomplete without it.

Three roles

- Order bump: A small complementary item selected during checkout.
- One-time upsell: A separate offer shown immediately after purchase at a genuine checkout-only price or package.
- Later offer: A product promoted by email or content after the buyer has time to use the first product.

Companion-fit test

- Does it solve the next adjacent problem rather than duplicate the purchase?
- Can the buyer decline and still receive the complete main outcome?
- Is the relationship explainable in one sentence?
- Is the special price real and unavailable through the normal later purchase path?
- Are the normal price, one-time price, and access terms clear?
- Can the delivery and refund rules handle both products accurately?

Companion-offer prompt

Using the finished main product and proposed companion product, determine whether the companion belongs as an order bump, one-time upsell, later offer, core component, or separate unrelated offer. Compare problem sequence, audience overlap, completeness, price friction, delivery, support, and refund complexity. Reject any structure that weakens the main product to force the add-on.

PLANNED FUNNEL EXAMPLE: Business in a Box builds the product. The optional Creator Search Insights system helps creators find TikTok topics that may attract relevant traffic. Guide 06 will build this as a genuine one-time offer if the CSI product is complete and tested.

Define the \$9.99 One-Time Offer Before Building It

For this business, the planned Creator Search Insights companion offer has a clear adjacent job: the main product helps a creator build what they will sell; CSI helps them research topics people may already be searching for on TikTok.

Proposed structure

- Main purchase: Business in a Box.
- One-time offer: Creator Search Insights Traffic System.
- Checkout-session price: \$9.99, only if this is truly limited to that purchase flow.
- Normal later price: A separately approved public price, currently proposed at \$19.99.
- Declining: Does not reduce or remove anything promised in Business in a Box.
- Delivery: Separate product access with clearly stated files, version, and platform limitations.

The CSI product should explain

- How to locate Creator Search Insights and account for feature availability.
- How to search inside the creator's actual niche.
- How to compare demand, momentum, relevance, and competition signals.
- How to turn one promising topic into several distinct content angles.
- How to connect useful search content to an appropriate product or next action.
- How to track results without treating any topic as guaranteed traffic.
- How to adapt when TikTok changes the interface or data shown.

Create a one-page Companion Offer Brief for the Creator Search Insights product. Include buyer fit, adjacent problem, outcome, contents, exclusions, prerequisites, platform-change disclaimer, normal price, genuine one-time price, decline experience, delivery, support, refund interaction, and proof still needed. Do not write the upsell page yet.

PRICE URGENCY MUST BE TRUE. If the \$9.99 offer remains available later through the same route, do not call it one-time.

Price the Offer You Can Actually Deliver

Price is a business decision, not a measurement of your worth. It must work for the buyer, product, costs, support burden, market, positioning, and stage of the business. There is no universal formula that reveals the perfect number.

Inputs worth considering

- Customer relevance: How important and immediate is the supported problem?
- Product depth: What guidance, implementation tools, testing, and support are included?
- Alternatives: What do comparable products, services, free information, or doing nothing require?
- Costs: Payment fees, platform fees, software, contractors, taxes, refunds, and support time.
- Positioning: Entry product, core offer, premium toolkit, or companion add-on.
- Proof: How confidently can you demonstrate fit and usefulness without exaggeration?
- Maintenance: How often must links, screenshots, rules, or platform instructions be updated?
- Testing: What price assumptions will you observe and revise?

Pricing analysis prompt

Using my product facts, costs, support plan, audience constraints, competitor observations, and business stage, build a pricing analysis. Separate known inputs, assumptions, missing data, and tests. Propose a conservative range, expected-fit range, and premium range. Explain the tradeoffs without claiming any price will maximize revenue.

DO NOT ASK CHATGPT “WHAT SHOULD I CHARGE?” WITHOUT CONTEXT. It can suggest numbers confidently while knowing nothing about your costs, market, or buyer.

Know What Each Sale Must Carry

Digital delivery may have a low reproduction cost, but the sale still carries real expenses and obligations. A price that ignores fees, refunds, support, maintenance, and taxes can create activity without a healthy business.

Record these cost categories

- Payment-processing and checkout fees.
- Platform subscription or transaction fees.
- Email, file hosting, domain, design, and software costs.
- Affiliate or partner commissions when applicable.
- Expected refunds, chargebacks, and fraud losses.
- Customer support and troubleshooting time.
- Product updates, testing, and replacement assets.
- Contractor, licensing, accounting, legal, and tax costs.
- Advertising costs if paid traffic is later used.

Simple contribution estimate

Sale price - variable transaction costs - expected refund/chargeback allowance - variable support or delivery cost = estimated contribution before fixed expenses and taxes.

Cost worksheet prompt

Help me create a pricing cost worksheet. Ask for sale price candidates, payment fees, platform fees, affiliate commission, estimated refund allowance, variable delivery expense, support time, software allocation, fixed monthly costs, and tax/accounting questions. Show formulas and scenarios, but do not provide tax or legal advice. Label every assumption.

DIGITAL DOES NOT MEAN FREE TO DELIVER. Track the real business after launch and replace assumptions with actual numbers.

Keep the completed worksheet private in 07 - SALES AND CONTENT. The customer does not need your internal cost model.

Choose One Clean Starting Structure

A simple first offer is easier to explain, test, support, and improve. Multiple tiers can work later, but they often create artificial restrictions and decision fatigue before you understand what buyers value.

Common structures

- Single price: One product, one purchase, one clear access level.
- Launch price: A real introductory price with a stated end condition and future standard price.
- Founding price: A lower early price in exchange for being among the first users and supplying optional feedback.
- Tiered offer: Different deliverables or support levels, not arbitrary removal of essential content.
- Bundle: Several independently useful products sold together at a real combined discount.
- Payment plan: Appropriate for higher prices when terms, access, failed payments, and refunds are clear.

Price-structure prompt

Compare single price, launch price, founding price, tiers, bundle, and payment plan for my offer. Evaluate clarity, technical setup, refund complexity, support, customer choice, cash flow, and risk. Recommend the simplest responsible structure for launch. Do not invent scarcity or compare against a standard price that has never genuinely applied.

Starting decision record

- Approved launch or standard price.
- What is included at that price.
- Whether taxes are included or calculated separately.
- How long or under what real condition a special price applies.
- Refund policy and access consequences.
- When the decision will be reviewed using real data.

A PRICE IS A TESTABLE DECISION, NOT A LIFETIME VOW. Change it transparently when the product, proof, support, market, or costs change.

Translate Deliverables Into Useful Benefits

Buyers do not purchase page counts. They purchase access to guidance, organization, tools, examples, or convenience they believe may help with a meaningful job. Explain that connection without assigning fantasy values.

Four levels of value

1. Feature: What exists, such as a Product Scorecard.
2. Function: What it does, such as comparing ideas using consistent criteria.
3. Benefit: Why that matters, such as reducing random product selection.
4. Boundary: What it cannot ensure, such as guaranteeing that the selected idea will sell.

Benefit example

Feature: Copy-and-paste Product Studio prompt.

Function: Keeps ChatGPT focused on one approved product and process.

Benefit: Reduces repeated setup and generic output.

Boundary: You still review facts, add experience, and approve every decision.

Benefit-mapping prompt

For every approved deliverable, create FEATURE, FUNCTION, CUSTOMER BENEFIT, CUSTOMER RESPONSIBILITY, and LIMITATION. Use concrete language. Reject benefits that depend on guaranteed sales, platform reach, speed, or personal circumstances. Then identify the five benefits most central to the Offer Promise.

VALUE IS NOT “THIS PDF IS WORTH \$500.” Value is the relevance and usefulness of the complete solution to the right buyer. Explain it; do not perform fake arithmetic.

Save the approved map in the Offer Brief. Guide 06 will use it for page sections and checkout summaries.

State the Price Without Apologizing or Manipulating

Price presentation should make the amount, currency, billing schedule, taxes, access, and purchasing terms understandable. Avoid hiding the price behind a call, fake discount, or confusing payment language when the product does not require it.

Clear price presentation includes

- Exact amount and currency.
- One-time purchase or recurring billing.
- Payment-plan amount, number of payments, and total cost when applicable.
- What access begins after purchase.
- What support and updates are included.
- Whether taxes may be calculated at checkout.
- Refund terms and any access changes after refund.
- A plain call to action.

Avoid

- A crossed-out number that was never a genuine price.
- “Only pennies a day” calculations that distract from the actual charge.
- Fake anchor stacks where every PDF is assigned an invented price.
- Hiding recurring billing in small text.
- Shaming the buyer by comparing the price to coffee, entertainment, or personal habits.
- Saying the product “pays for itself” without evidence and a clear basis.

Write five straightforward price presentations for my approved price and terms. Include amount, billing type, access, included support, important conditions, and CTA. Maintain confidence without apology, shame, invented savings, or exaggerated value anchoring. Identify which version is clearest on mobile.

CONFIDENCE COMES FROM CLARITY. You do not need to defend the price in every sentence.

PREREQUISITES

Tell Buyers What They Need Before Purchase

Prerequisites protect the customer. They reveal whether the buyer has the device, account, access, skill level, audience status, and willingness required to use the product.

Common prerequisites

- A phone, computer, printer, or specific operating system.
- An account with ChatGPT, Canva, Systeme.io, TikTok, or another platform.
- A free or paid software plan, with the difference explained.
- A minimum skill level or earlier guide that should be completed first.
- Permission or commercial rights for uploaded assets.
- Required time, audience inputs, product materials, and platform eligibility.

Current TikTok link disclosure

Last reviewed October 14, 2026: TikTok's official Help Center states that a website link may be added to a profile with at least 1,000 followers or a Verified Business Account. This is a profile-link requirement, not a requirement to create a digital product. Verify the current TikTok rule before publishing the sales page.

Suggested buyer-facing language

"You do not need 1,000 TikTok followers to create your product. However, TikTok currently requires at least 1,000 followers to add a website link to a personal profile unless you have a Verified Business Account. Platform requirements can change."

Source note

TikTok Help Center, "Adding a website link to your profile." Use the current official TikTok support page during final funnel review.

NEVER TURN A PLATFORM REQUIREMENT INTO A FALSE PRODUCT CLAIM. Explain what the buyer can build now and what external access they may still need.

Make the Work and Limits Visible

A useful product can improve the buyer's process without controlling their effort, decisions, market, audience, timing, platform distribution, or sales. State the division of responsibility before purchase.

The product provides

- The documented guidance, sequence, prompts, examples, and tools listed in the offer.
- The file access, support channel, and update policy you explicitly include.
- Accurate instructions to the standard described at the last-review date.
- A process designed to support the stated customer-controlled outcome.

The buyer provides

- Accurate information about their audience, niche, experience, and product.
- Human judgment, factual review, permissions, and professional advice where needed.
- The time and effort required to complete the process.
- Their own content, traffic, customer relationships, and business decisions.
- Compliance with platform rules, laws, taxes, licenses, and local requirements.
- Appropriate accounts, devices, internet access, and software.

Create a buyer-responsibility statement for my offer. Separate WHAT THE PRODUCT PROVIDES, WHAT THE BUYER DOES, WHAT OUTSIDE PLATFORMS CONTROL, and WHAT IS NOT GUARANTEED. Use direct non-defensive language. Do not turn the statement into a blanket disclaimer for inaccurate content.

RESPONSIBILITY LANGUAGE SHOULD CLARIFY THE RELATIONSHIP - not blame the customer in advance for every possible product failure.

Add the approved version to the Offer Brief and later place an appropriately shortened version near the sales-page decision area.

OBJECTIONS

Answer Real Questions Instead of Arguing With Buyers

An objection is a question, risk, uncertainty, competing priority, or reason the buyer may decide not to purchase. Your job is to clarify fit and reduce avoidable uncertainty, not overpower a reasonable no.

Common objection categories

- Fit: “Is this made for someone at my stage?”
- Capability: “Can I follow this if I am not technical?”
- Time: “How much work is involved?”
- Tools: “Do I need paid software or a computer?”
- Difference: “How is this different from free videos or AI answers?”
- Trust: “Why should I believe the description?”
- Risk: “What happens if it is not a fit?”
- Timing: “Should I buy now or wait until I have an audience?”

Objection research

- Use real questions from comments, messages, test readers, customer conversations, and support.
- Separate objections from product problems. Repeated confusion may require changing the product or offer.
- Do not manufacture absurd objections just to make the answer easy.
- Do not claim the product is for every stage merely to prevent a no.

Using my evidence and product facts, create an Objection Map. For each objection include source, underlying concern, accurate answer, evidence, limitation, page location, and whether the best response is clarify, improve product, change policy, or accept that the buyer is not a fit. Do not use pressure tactics.

SOMETIMES THE HONEST ANSWER IS “WAIT.” Trust built by protecting the wrong buyer can be worth more than one sale.

Build a Decision Tool - Not a Keyword Dump

A strong FAQ removes practical uncertainty left after the main message. It should not introduce major benefits, policies, or requirements that were hidden elsewhere.

FAQ topics to consider

- Who the product is and is not for.
- Exactly what files and formats are included.
- Whether it works on phone and computer.
- Which software, accounts, or paid plans may be needed.
- How delivery works and how quickly access normally begins.
- Whether the product includes videos, calls, community, or direct coaching.
- How updates and support are handled.
- Personal-use, commercial-use, sharing, or resale limitations.
- Refund policy and how to request support.
- TikTok or other platform prerequisites relevant to promotion.

FAQ prompt

Create an FAQ only from approved product facts, policies, prerequisites, and real buyer questions. Order questions by decision importance. Keep answers direct, complete, and consistent with the Offer Brief. Flag any answer requiring a legal, tax, platform, payment-processor, or policy decision. Do not hide a limitation in the FAQ if it belongs earlier on the page.

FAQ CONSISTENCY CHECK: Price, access, refund, updates, support, software, and licensing must match the checkout and delivery emails word for word where practical.

Save the approved FAQ in 07 - SALES AND CONTENT. Guide 06 will place and test it inside the funnel.

Build Trust With Evidence You Actually Have

Proof helps buyers evaluate whether your description is credible. Early products may not have customer testimonials yet. That does not justify inventing them or disguising friends as customers.

Responsible proof types

- Product proof: Real page previews, templates, prompts, checklists, contents, and demonstrations.
- Process proof: How the system was researched, tested, organized, and quality-checked.
- Creator proof: Relevant experience, results, or lessons stated accurately and in context.
- Source proof: Reliable evidence supporting factual claims.
- Beta feedback: Specific comments from appropriate testers with permission and clear context.
- Customer testimonials: Genuine experiences used with permission and without changing meaning.

Proof integrity rules

- Do not promise the buyer will reproduce your result.
- Do not imply a tester paid when they received free access.
- Do not remove context that materially changes a testimonial.
- Do not use screenshots containing personal information without permission.
- Do not reward only positive reviews or prevent honest criticism.
- Keep records of permission and original wording.

Create a Proof Inventory using only evidence I provide. Label PRODUCT, PROCESS, CREATOR, SOURCE, BETA, or CUSTOMER proof. For each item state the claim it supports, context required, permission status, limitations, and best placement. Reject any item that could mislead without additional disclosure.

NO TESTIMONIALS YET? SHOW THE PRODUCT. A clear preview and honest process can build more trust than generic praise.

Choose Policies You Can Explain and Honor

Refund and support policies affect trust, cost, workload, chargebacks, and customer experience. The correct policy depends on your product, delivery, payment processor, jurisdiction, and business capacity.

Refund decision factors

- Whether access is immediate and files can be copied.
- Whether the product contains services, calls, or custom work.
- Consumer-protection laws and mandatory rights in relevant locations.
- Payment-processor and selling-platform requirements.
- How you will handle duplicate purchase, technical failure, accidental purchase, or misrepresentation claims.
- Whether access is removed after a refund.
- How requests are submitted and documented.

Support decision factors

- Support channel and normal response window.
- Technical help versus personalized consulting.
- Included duration or number of interactions.
- Business hours, holidays, and unavailable periods.
- What information the customer should provide when reporting a problem.
- Escalation for delivery, billing, access, privacy, or safety issues.

Help me draft a plain-language refund and support policy outline from the decisions I provide. Identify questions requiring current processor terms, platform rules, consumer law, tax advice, or qualified legal review. Do not invent legal rights or call the draft legally compliant.

A “NO REFUNDS” SENTENCE DOES NOT OVERRIDE APPLICABLE LAW OR PROCESSOR RULES. Verify the final policy for your business and customers.

Give a Real Reason to Act - or Use None

Urgency is ethical when a real condition changes. Scarcity is ethical when capacity or quantity is genuinely limited. If nothing changes, the buyer should be free to decide without a countdown.

Possible real urgency

- A launch price with a published start and end.
- A founding-buyer limit connected to feedback or support capacity.
- A seasonal cohort, event, or live component with a real date.
- A bonus that is actually removed after the deadline.
- A checkout-only one-time offer unavailable through the normal later purchase path.
- A scheduled price increase tied to product expansion or support changes.

Manipulative urgency

- A countdown that resets for every visitor.
- “Only three left” for unlimited digital files.
- A fake normal price displayed only to create a discount.
- Threatening that waiting guarantees failure.
- Daily “last chance” emails for an offer that never closes.
- Hiding the end condition until checkout.

Evaluate my proposed urgency. Identify the real changing condition, evidence, deadline or capacity, customer impact, and what happens afterward. If the condition is not genuine, recommend evergreen language without urgency. Write no countdown copy until the condition is approved.

NO REAL DEADLINE? SAY “START WHEN YOU ARE READY.” A strong offer does not require a manufactured emergency.

Build the Argument in the Right Order

A sales message is a structured explanation. The length changes by location, but the buyer should encounter the information in an order that supports understanding and trust.

Core message sequence

1. Recognition: Name the buyer's current task or situation.
2. Problem: Describe the specific obstacle and practical cost.
3. Possibility: Show the realistic progress available with a structured process.
4. Offer: Introduce the product, category, and method.
5. Deliverables: Explain what is included and how each part helps.
6. Fit: Clarify who it is for, who it is not for, and prerequisites.
7. Proof: Present relevant product, process, creator, source, or customer evidence.
8. Risk and responsibility: Explain limitations, policies, and required buyer action.
9. Price: State amount and terms clearly.
10. CTA: Tell the ready buyer what happens next.

Framework prompt

Build a Sales Message Framework using only my approved Offer Brief decisions. For each stage list purpose, approved facts, proof, customer question answered, prohibited claims, and possible headline direction. Do not write full sales-page copy and do not repeat the same benefit in every stage.

THE MESSAGE SHOULD SURVIVE WITHOUT HYPE WORDS. Remove "revolutionary," "secret," "effortless," "guaranteed," and "life-changing." If the offer becomes weak, the substance needs work.

Create Short, Medium, and Long Versions

The same approved offer needs different message lengths for a profile link, product card, checkout summary, email, video description, and landing page. Build a message bank so every channel remains consistent.

Short message

One to three sentences: buyer situation, product category, core supported outcome, and direct CTA. Use for profile pages, product cards, or brief mentions.

Medium message

One to four short paragraphs: problem, product, method, key deliverables, fit, and CTA. Use for emails, captions, pinned posts, or marketplace descriptions.

Long message

The complete framework: recognition through CTA, including proof, FAQs, prerequisites, policy, and price. Guide 06 will turn this into the funnel page.

Message-bank prompt

Using only the approved Offer Brief and Product Voice Guide, create: (1) a 25-word description, (2) a 50-word description, (3) a 100-word description, (4) a 200-word offer summary, and (5) a long-form sales-message outline. Preserve the same buyer, promise, deliverables, limits, and price across every version. Mark claims needing proof. Do not add urgency unless it is approved.

Consistency check

- Same product name and category.
- Same buyer and main outcome.
- Same price, access, and support.
- Same prerequisites and important exclusions.
- No extra benefits invented in shorter versions.
- No platform or income result implied by space-saving language.

SAVE THE APPROVED MESSAGE BANK in 07 - SALES AND CONTENT. Future posts can adapt it without recreating the offer from memory.

Tell the Buyer What Happens After the Click

A call to action should be specific, visible, and connected to the decision. It does not need to shout. The best CTA tells the right buyer what action to take and what they will receive next.

CTA components

- Action: Get, start, download, enroll, purchase, or continue.
- Product: The exact thing they are choosing.
- Immediate next step: Checkout, account creation, email delivery, or access page.
- Relevant condition: Price, billing type, or genuine deadline when necessary.
- Reassurance: Secure checkout, immediate access, or support - only when true.

CTA examples

- Get Business in a Box and start with Guide 01.
- Purchase once and receive the complete nine-guide system.
- Continue to secure checkout.
- Add the Creator Search Insights system for the one-time \$9.99 offer.
- No thanks - continue to my Business in a Box access page.

CTA prompt

Create 20 CTA options for my approved offer: button text, one-line support text, and the exact next step after clicking. Group them as DIRECT, OUTCOME-BASED, PRODUCT-BASED, and CHECKOUT. Avoid fake urgency, vague “learn more” language when a purchase occurs, and any result the product cannot guarantee.

THE DECLINE LINK SHOULD BE CLEAR TOO. Do not hide, shame, or confuse someone who declines an order bump or upsell.

Guide 06 will connect each approved CTA to the correct page, checkout step, delivery action, or decline path.

Create the Offer Brief for Guide 06

The Offer Brief is the single source of truth for the funnel. It prevents the landing page, checkout, upsell, emails, and support language from contradicting one another.

Required Offer Brief sections

- Final product name, subtitle, category, and positioning statement.
- Buyer fit, not-for statement, purchase moment, and prerequisites.
- Primary Offer Promise and important limitations.
- Problem narrative and product method.
- Complete offer stack, access, updates, licensing, and support.
- Approved bonuses and companion offers.
- Price, currency, billing, taxes note, and special-price conditions.
- Value map and five primary benefits.
- Proof inventory with permission status and context.
- Objection map, approved FAQs, and buyer-responsibility statement.
- Refund and support policy decisions plus unresolved review items.
- Approved urgency, CTA bank, and short/medium/long message bank.
- TikTok link disclosure and last-verified date when relevant.
- CSI one-time-offer brief, decline path, normal price, and \$9.99 condition.

Final Offer Brief prompt

Create the FINAL OFFER BRIEF using only approved decisions from this chat. Do not improve, embellish, or fill missing information. Mark unresolved [VERIFY], [CREATOR INPUT], [REVIEW], and [TEST] items in a separate HOLD section; none may appear as approved sales copy. End with an OFFER CONTEXT CAPSULE for a new Funnel Studio chat. Include source filenames and last-reviewed dates where relevant.

SAVE AS FINAL_Offer_Brief_[Product_Name]_[Date] in 07 - SALES AND CONTENT. Guide 06 must use this exact file; do not rename or recreate it from memory.

You Now Have Something Honest to Sell

You turned a finished product into a clear buying decision. The offer now explains the fit, supported progress, deliverables, price, proof, effort, limitations, and next step without pretending success is automatic.

Completion checklist

- The Product Handoff matches the actual customer files.
- The Offer Studio is named 04 - OFFER STUDIO - [SHORT PRODUCT NAME].
- Buyer fit, purchase moment, not-for statement, prerequisites, promise, and positioning are approved.
- Product name, subtitle, stack, benefits, bonuses, and companion offers match the files.
- Costs, price structure, billing, access, support, and updates are documented.
- Proof is genuine, contextual, permission-aware, and never invented.
- Objections, FAQs, buyer responsibilities, limitations, refund, and support decisions are clear.
- Any urgency or scarcity is genuine and documented.
- Short, medium, and long messages plus CTA options are approved.
- TikTok's profile-link rule is disclosed and marked for final verification.
- The CSI \$9.99 one-time offer remains optional and the main product stays complete.
- The final Offer Brief and Offer Context Capsule are saved.

A RESPONSIBLE OFFER DOES NOT PROMISE THE BUYER YOUR RESULT. It shows them exactly what you built, why it may help, what they must do, and how to decide whether it fits.

What comes next

Guide 06 uses this exact Offer Brief to build the Systeme.io pages, checkout, one-time offer, delivery, email automation, testing, and mobile review.

NEXT: GUIDE 06 - BUILD THE FUNNEL, CHECKOUT, AND EMAIL SYSTEM
The offer is approved. Now build the machine that delivers it.