How to Turn Your Service Into an Offer

THE BIG IDEA

Don’t sell your hours. Sell a clear result, packaged the same way every time. Buyers pay for your method and your standards, not your time.

Part 1: Think it through

Outcome first, then the math.

01 **Sell an outcome, not your time.**
“I do it for you, custom every time” pays you for hours, and many owners net less than minimum wage. Sell a defined result instead.

02 **Do the backwards math.**
His example: $10,000 a month goal, $1,000 a month price, so 10 clients. Start from the income you want and divide by your price.

03 **Go where people are hungry.**
Many hungry buyers beat a better burger. Don’t hunt for something unique. Get a clear offer in front of people who already want it.

04 **Ask what they’re stuck on.**
Find the bottleneck. In his example, owners weren’t using AI, wanted time back, and needed workflows automated. That became the offer.

Part 2: Package it

Three options, one core offer.

01 **Build three options.**
His student had a $444 starter, a $997 monthly core, and a $5,000 top tier. Keep them easy to tell apart.

02 **Lead with the core.**
Start with the middle option. It’s easier to move a buyer up or down from there.

03 **Describe benefits, not parts.**
Nobody buys a dashboard or an agent. They buy what it does for them, like 10 hours a week back.

04 **Sell your method and your team.**
Never sell “3 hours with me.” Say you or your team. Buyers want your method, and a team means you can keep your standards as you grow.

05 **Make a deck and a one-page offer.**
Use the deck on calls and the offer doc in chat. Many buyers know a lot already and would rather not sit through a call.

> “Most people don’t realize people don’t buy their time, they buy their standards.”
>
> Dan Martell

DO THIS WEEK

- ☐ Write the one result your best customers get from you, in one sentence.
- ☐ Do the backwards math: income goal divided by your price equals customers needed.
- ☐ Draft three packages, then ask an AI to build a short deck and offer doc for the middle one.

Ask weekly: What result does the customer actually get from this offer?