

# Positioning Your Offer

MAXIMIZING VALUE

2 *DAY TWO*

**777**  
**CHALLENGE**

By EasyWebinar

# Positioning Your Offer

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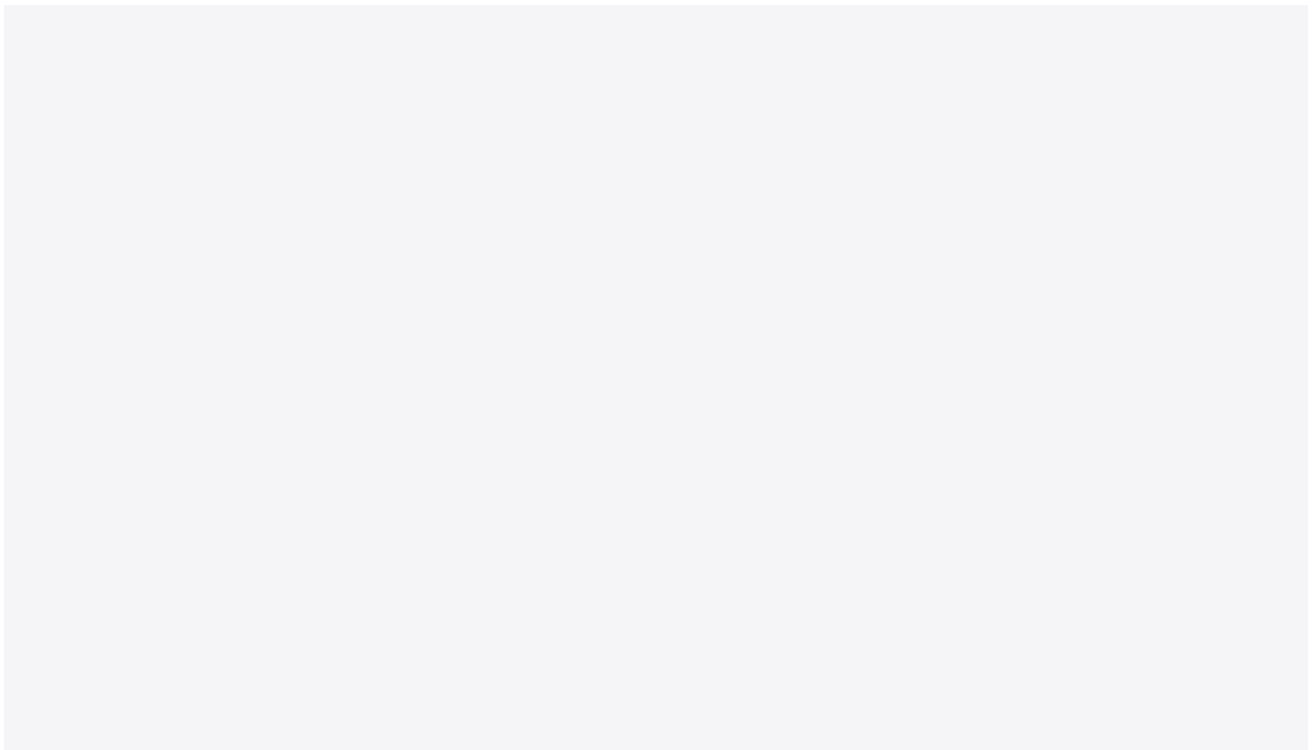
## MAXIMIZING VALUE

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Your offer is not just your product or service. It's the whole package. Let's walk through how to add maximum value to your offer without spending a dime (yes, it's possible).

**What one problem does your product solve for your customer avatar?**

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**How long will it take your ideal customer to achieve success with your solution?**

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**What are some of the main objections customers have to your product or service?**

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Think of at least three barriers to purchasing your product or service that your customers have.

**What features of your product/service can you call out in your messaging to help customers overcome their objections?**

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*\*Remember, this doesn't have to be something new you create from scratch (more on that later)*

**What assets could you curate for your customers to include as part of your offer and break down buying barriers?**

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*\*Consider books, articles, podcasts, videos, etc. that you can link to as part of a "done-for-you" list.*

Use this space to brainstorm ideas for your offer, take notes, or whatever you like!

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