

Before You Proceed!

Offer Checklist:

- I have a clear description of my offer, placing a greater emphasis on what my audience is looking for, and not so much on what I would like to achieve.
- I have identified my target market with absolute clarity.
- I have a clear exchange of values for my offer.
 - Price
 - Another type of material exchange
 - An intangible reward (time, etc.)

Optimized Offer Description

Offer terms:

Deliverables

Price

Timetable

Incentives

Key Performance Indicators (KPIs)

Primary KPI

Secondary KPIs

Potential Competitive Exploits

Competitor	Quality/ Brand Strength	Traffic Volume	Search Relevancy	Backlink Strength/ Weakness	Customer Dissatisfaction	Audience Engagement	Unexplored Audience	Additional Notes

Strategic Scheme

Tactics Selected

Strategic Blueprint

A large grid of dotted lines, approximately 20 columns wide and 30 rows high, intended for drawing or writing a strategic blueprint.

Required Assets

A series of horizontal lines, approximately 15 lines in total, intended for listing required assets.