AgencyGod

THE FREE WORKSHEET

• AGENCY GROWTH · THE OFFER

# The Irresistible Offer Builder

The fill-in-the-blank worksheet that builds an offer so good your prospect feels stupid saying no - the same **value-stack, anchor, guarantee** move that turns "let me think about it" into "where do I sign," and lets you charge $5K to $15K a month instead of fighting over $500 retainers.

The Value Equation · The 5-step build · The value stack · Anchor before price · Stacked guarantees · A full worked example

A worksheet from **AgencyGod**
agencygod.com

$10K GTD **The $10,000 Guarantee**
You get the result or you get paid

THE REAL REASON THEY DON'T BUY

# "Let me think about it" isn't a money problem. It's an offer problem.

You get on the call. You explain what you do. Then you hear it.

"It's too expensive." "Let me think about it." "Send me an email." You drop your price to $500 a month just to land them, and now you resent the work. The truth is harder to hear: when the prospect can't see why your thing is worth more than the price, the price is the only thing left to argue about.

THE UNCOMFORTABLE TRUTH

A weak offer makes you a salesperson. A great offer makes you an order-taker. When the math in their head reads **"I get way more than I give up,"** the sale closes itself. You stop convincing. They start asking how to pay you.

**Don't sell harder. Build an offer so good they feel stupid saying no.**

That's what this worksheet does. It walks you through the exact build the best operators use: the Value Equation, then the five-step Grand Slam build, then the stack-anchor-guarantee close. You fill in the blanks. By the last page you'll have an offer on paper you can sell tomorrow.

**Build it once and everything downstream gets easier** - your outreach lands harder, your calls close faster, and you finally charge what the work is worth.

**5**
Steps to build a Grand Slam offer

**Higher**
Anchor high first and buyers value the offer more before you name a price

**$5-15K**
The retainer band a real offer supports

THE ONE FORMULA EVERY OFFER RUNS ON

# Value is a math problem. Here's the equation.

Every great offer raises the two things on top and crushes the two on the bottom. Memorize this. It is the engine under everything that follows.

THE VALUE EQUATION

$$\text{Value} = \frac{\text{Dream Outcome} \times \text{Perceived Likelihood}}{\text{Time Delay} \times \text{Effort \& Sacrifice}}$$

Make the top bigger. Make the bottom smaller. **Do both and the price stops being the conversation.**

▲ RAISE

### Dream Outcome

The specific result they ache for. Not "more leads." A **$40K/month agency**, or **20 booked aesthetic consults a month.** Sell the destination, never the vehicle.

▲ RAISE

### Perceived Likelihood

How sure they are it'll work for *them*. Built with a real guarantee, named client results, and done-with-you delivery. This is where your **$10K guarantee** lives.

▼ CRUSH

### Time Delay

How long until they see proof. Shrink it with a **fast first win** and a clear timeline: "first booked calls in 30 days," "your first client in 7 days."

▼ CRUSH

### Effort & Sacrifice

What it costs them in work, stress, and risk. Cut it with **done-with-you** delivery: you build the machine with them, they don't figure it out alone.

**Use this as a scorecard.** Take your current offer and score each lever 1 to 10. The lowest number is exactly where your offer is leaking. Most agency offers die on Perceived Likelihood - the prospect believes the result, just not that it'll happen for them.

THE GRAND SLAM BUILD · STEPS 1 & 2

# Build it like a pro, one step at a time

1

STEP ONE

## Name the Dream Outcome

Start with the result they'd pay almost anything for, stated in **their** words, with a number and a feeling. Forget your services. A roofer doesn't want "lead generation." He wants **booked, exclusive roofing jobs on his calendar.** A med-spa owner wants **a fully booked treatment schedule.**

**✗ VAGUE**

"We help you grow your business with our marketing services." *(Sounds like every agency in their inbox.)*

**✓ DREAM**

"20+ qualified roofing jobs booked on your calendar every month." *(One closed roof is $15K. Now they're listening.)*

⚡ **YOUR MOVE**

Write the one outcome your best client would pay double for. Anchor it to **their deal size**, not your hours. One closed case is worth thousands, so your fee is a rounding error.

2

STEP TWO

## List Every Obstacle Between Them and It

Now get brutal. Write down **every single thing** that stops them from reaching the dream on their own. Empty calendar. No system. Emails landing in spam. Burned by the last agency. No time to learn outreach. Each obstacle is a fear, and **each fear is about to become a deliverable.** The longer this list, the more valuable your offer becomes.

⚡ **YOUR MOVE**

List at least **7 obstacles** your prospect hits trying to do this alone. Don't filter. The ugly, embarrassing ones ("I don't even know what to say in a DM") are the most valuable, because no competitor is naming them.

> **This is the whole secret.** Most agencies sell a vague service. Pros sell the **removal of every specific obstacle** between the buyer and the dream. Step 3 turns this list into your stack.

STEPS 3, 4 & 5

# Reverse, choose, and stack

Take the obstacle list from Step 2 and run it through the next three moves. Fill these in for your own offer.

### STEP 3 · REVERSE EACH OBSTACLE INTO A DELIVERABLE

Every obstacle becomes a thing you hand them. "Emails go to spam" becomes "done-for-you deliverability setup." Flip each one.

| THE OBSTACLE | | YOUR DELIVERABLE |
|---|---|---|
| | → | |
| | → | |
| | → | |

### STEP 4 · PICK DELIVERY VEHICLES

*Group vs 1:1 · DFY vs DWY vs DIY · how fast. Done-with-you crushes Effort and lifts Likelihood.*

### STEP 5 · TRIM, THEN STACK

*Cut anything low-value or hard to deliver. Keep the heavy hitters. The survivors are your stack.*

### THE RULE

More deliverables is not better. **A short stack of high-value, easy-to-deliver wins beats a bloated list.** You're building something they can't get anywhere else, not a longer invoice.

Done? You now have a stack of deliverables that removes every obstacle to the dream. Next page: put a price tag on each one and anchor it.

STACK THE VALUE · ANCHOR BEFORE THE PRICE

# Price the stack high. Reveal the price last.

Put a dollar value on every deliverable, sum it to one large number, and let that number sink in **before** you ever say the price. A higher first number raises the value buyers anchor to.

| | |
|---|---|
| **Done-with-you client-getting machine**<br>The full multichannel system, built with you | **$12,000** |
| **Booked-call guarantee + outreach setup**<br>Deliverability, lists, scripts, the whole front end | **$6,000** |
| **The discovery-to-close sales system**<br>Scripts and objection comebacks that land $5K+ clients | **$4,000** |
| **Weekly coaching + private operator community**<br>You're never figuring it out alone | **$3,000** |
| **Total value** | **$25,000** |

ANCHOR (TOTAL VALUE)

~~$25,000~~

YOUR INVESTMENT

**$5,000** /mo

**Then give a reason why.** Don't reveal the price naked. Frame it as a fraction of the value with a reason behind it: "The build alone is worth $25,000. You're not paying that, because we only win when you win. It's $5,000 a month, and one closed deal pays for the quarter."

ADD THE COST OF INACTION

Anchor on the gap, not just the stack. **"Your $40K target minus your current $8K is $32K a month walking out the door."** Customer acquisition costs keep climbing and close times keep stretching. Every month they wait, that gap gets wider, and the do-nothing option starts to look like the expensive one.

GUARANTEE · PRICE · NAME · SCARCITY

# The four moves that make it impossible to refuse

## Stack two guarantees, don't pick one

### Unconditional

"Not happy in 30 days, full refund, no questions."

### Conditional / performance

"Hit the number or you don't pay." Ties your fee to **their result.**

### ★ The stack we use

**"We put $10K on the line. You get the result or you get paid."** Plus the implied one: **done-with-you, we only win when you win.**

### Anti-guarantee / pay-on-results

A slice of the upside instead of a flat fee. Use only when you control delivery.

### Price in round numbers

For high-ticket, use **$5,000 / $10,000 / $15,000.** **Round signals prestige.** **Charm pricing like $4,997 cheapens premium positioning** and screams "discount." Charm pricing only helps under $100. Position at the top legitimate band, never the $3,500 average.

### Name it so they remember it

Nobody buys "our services." They buy **a named thing.** Use the MAGIC test: Magnet, Avatar, Goal, Interval, Container word. "The 90-Day Booked-Calls Engine, for agency owners stuck under $10K/mo." A named offer is impossible to price-shop.

MAKE SCARCITY REAL, NEVER FAKE

This audience spots a fake resetting countdown instantly, and it poisons your $10K guarantee on the way down. Use real limits only: **a true onboarding cap** ("we take a handful of agencies a month so we can actually deliver"), a genuine fast-action bonus, or a real cohort start date. Honest scarcity sells. The trick destroys trust.

THE WORKED BUILD

# From "marketing services" to an offer they can't refuse

A roofing agency runs the full build, one step at a time.

1. **Dream outcome:** "more leads" → **25 exclusive, booked roofing jobs a month.**
2. **Obstacles:** empty calendar, slow lead follow-up, shared leads, no sales system, burned by last agency.
3. **Reversed into deliverables:** exclusive lead system + under-60-second speed-to-lead + a booking-and-close script.
4. **Delivery + name:** done-with-you, launched in 14 days → **The Roof Booked Engine.**
5. **Stack + anchor + guarantee:** $25K total value, $5K/mo, **"book 25 jobs or you don't pay."**

✗ BEFORE

"We're a digital marketing agency that helps roofers get more leads online. $1,500 a month."

✓ AFTER

"The Roof Booked Engine puts 25 exclusive roofing jobs on your calendar a month, or you don't pay. $5,000 a month."

Same agency. Same skills. **An offer worth 3x the price** - because every obstacle is removed, the value is stacked, and the risk sits on the agency, not the buyer.

READ THEM AGAIN

The "before" is a commodity at a commodity price. The "after" names the dream, removes the obstacles, anchors high, and reverses the risk. One closed $15K roof pays for three months.

**At that point, saying no is the irrational move.**

YOUR NEXT MOVE

# You've got the blueprint. Want us to build the offer with you?

This worksheet is the exact build we run for every agency we work with. AgencyGod's own offer **is this worksheet executed**: the value stack, the anchor, and the $10,000 guarantee as the model. We put $10K on the line. **You get the result or you get paid.**

We build the client-getting machine done-with-you, so you're not figuring it out alone. We onboard only a handful of agencies a month so we can actually deliver. **Apply now, map your offer live on a 30-minute call,** and we'll show you the machine that runs on top of it.

$10K GTD You get the result or you get paid **$10,000**

**Apply to AgencyGod →**

Free 30-min strategy call · limited spots this month

agencygod.com