

10-Part Challenge Offer Checklist

1. Problem/Solution: Does your offer clearly solve a big problem or deliver a big outcome that your who actually cares about and is willing to pay for?	1-10
2. Name: Does it have a catchy / cool name that is self-explanatory and punchy?	1-10
3. Pricing: Is it priced right for the strategic and tactical outcomes you are looking to achieve long term / short term ?	1-10
4. Core Offer: Is your core offer clear and is there enough meat to the offer? <i>Example: The steak is what they need</i>	1-10
5. Bonuses: How <i>HOT</i> are the 3 bonuses to handle 3 biggest most common objections? <i>Example: The sides - what they want is juicy...</i>	1-10

6. 3rd Party Bonus: Is there a 3rd party bonus you can add to increase value and desirability?	1-10
7. Guarantee: How strong is your Guarantee strategy? <i>Examples: 100% Money-Back Guarantee, No Guarantee, Conditional guarantee</i>	1-10
8. Scarcity: How are you leveraging scarcity in this offer?	1-10
9. Urgency: How are you leveraging urgency in this offer?	1-10
10. Free: How can you make it free?	1-10

YOUR TOTAL: _____