

A PRACTICAL WORKBOOK FOR EXPERT-LED BUSINESSES

The Premium Offer Clarity Guide

Turn what you know into one clear service the right clients can understand, value, and choose.

A focused 35-minute working session with your business.

This guide helps you examine the offer you already have, find the friction that makes it harder to buy, and make one useful improvement. You do not need a new brand, a larger audience, or another complicated funnel to begin.

MARLOW & METHOD / THE AUTHORITY METHOD

An educational workbook. It does not promise specific business results. Marlow & Method is an illustrative demonstration brand.

Start with the evidence you already have

A strong offer is built from real client problems and useful outcomes. Begin with the work people already trust you to do. Resist the urge to invent a bigger promise before you have examined the evidence.

01 / LOOK BACK

Choose a real piece of work

Think of a recent project, client engagement, or assignment where your contribution was especially useful. Use a real example, even if the result was quiet or difficult to measure.

What was happening before the work began?

What did the client need to decide, change, or complete?

What did you do that made the work more effective?

01 / FIND THE RIGHT BUYER

Specificity creates recognition

“I help women grow their business” is too broad to help a buyer recognise herself. Specificity does not mean excluding everyone else forever. It gives the right person a reason to keep reading today.

Look for a moment, not just a demographic

Notice what is true when someone becomes ready to seek help. The useful clues are often a decision, a transition, a costly pattern, or a change in responsibility.

WEAK CLUE

A broad identity

Women entrepreneurs who want more success.

STRONGER CLUE

A recognisable moment

An established consultant whose referrals are steady, but whose offer changes with every enquiry.

My best-fit client is usually at this stage or facing this moment:

She has already tried these reasonable solutions:

She starts looking for help when:

02 / NAME THE PROBLEM

Describe the costly friction

Buyers rarely purchase “clarity” in the abstract. They purchase help with a situation that is consuming time, opportunity, confidence, or capacity. Connect the visible symptom to what it makes harder.

Use this three-part observation

What is happening? / Why does it matter? / What keeps it in place?

EXAMPLE

From symptom to business issue

Symptom: every proposal is custom. / Why it matters: buyers cannot compare the value and delivery keeps expanding. / What keeps it in place: the consultant has not defined a repeatable transformation.

The visible symptom my client notices first:

The business or personal cost if it continues:

The deeper reason this pattern keeps returning:

03 / DEFINE THE TRANSFORMATION

Promise a result you can support

A useful offer promise says what becomes possible and what your work helps the client do. It does not guarantee a revenue figure, a client count, or an outcome you cannot control.

A grounded promise formula

I help [specific person] move from [costly situation] to [useful business outcome] through [your process or expertise].

EXAMPLE

Make the result observable

I help established independent consultants replace scattered custom services with one clearly positioned flagship offer and a practical path for qualified enquiries.

The before state my client wants to leave:

The after state she can observe or describe:

What I can influence directly, and what remains outside my control:

04 / SHAPE THE OFFER

Give the transformation a clear container

A buyer should be able to picture what happens after she says yes. A defined container protects the client experience and your capacity. It also makes scope, price, and fit easier to discuss.

THE CONTAINER

Decide the few essentials

Length and format. / Milestones or sessions. / What the client receives. / What the client contributes. / Communication and response boundaries. / What is outside the scope.

The offer is designed for someone who:

By the end, she will have completed or decided:

The work includes:

The work does not include:

The client must bring or do:

05 / MAKE VALUE EASY TO SEE

Explain why this approach fits

The right buyer is comparing the cost of action with the cost of staying where she is. Explain the thinking, sequence, and care inside your work. Do not rely on “high-touch”, “transformational”, or “bespoke” to carry the whole explanation.

Translate features into value

FEATURE

Six private sessions

Useful when the work requires decisions and implementation across several weeks.

FEATURE

A written strategy map

Useful because the client can return to agreed priorities after the conversation ends.

One part of my process that clients could not easily get from a template:

Why this part matters to the outcome:

What risk, effort, or confusion the process helps reduce:

Proof has to be real

Use a specific client story only with permission. Separate what the client did from what you did. Ask before naming a person, company, metric, or result. If you do not yet have permission or evidence, explain your method and show a sample deliverable instead.

A clear offer needs a clear next step

A strong offer can still be difficult to buy when the website hides the details. Use this short audit to find the point where a suitable buyer is most likely to hesitate.

THE FIVE QUESTIONS

Can a buyer answer these without guessing?

1. Is this for someone like me? / 2. What problem does it address? / 3. What will we do together? / 4. What does it require of me? / 5. What should I do next?

The question my current sales page leaves unanswered:

The proof, explanation, or detail that would help answer it:

The single next step I want a qualified buyer to take:

*Do not add more calls to action to solve a clarity problem.
Give the main action a visible place and make the alternative
useful for people who are not ready yet.*

YOUR ONE-PAGE OFFER BRIEF

Put the decisions together

Use this page to capture the version you can test. It is a working brief, not permanent brand copy. Improve it after real sales conversations and client delivery.

For [specific person at this moment]

This offer helps her [observable result]

We get there through [your sequence or method]

The container includes [scope and delivery]

The best next step is [one action]

Choose one improvement for the next seven days

Pick the edit that removes the most buyer uncertainty. Update one paragraph, one service detail, or one next step. Then listen to how qualified prospects respond before rebuilding the entire offer.

My one improvement:

NEXT STEP

If your offer needs a larger strategic reset, explore Authority to Demand. If you have one defined decision, the Strategy Intensive may be enough.