

YOUR CHECKLIST: OFFER DETAILS AT A GLANCE

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| Niche - do they want this offer? | |
| Core Premise - is it woven throughout your content? | |
| Offer Transformation - is it using problem/solution language? | |
| Name of Your Program | |
| Modules + Steps for Each | |
| Framework - is it clear and in a visual format? | |
| Price of the Program <ol style="list-style-type: none"> 1. Full price: 2. Installment plan: | |
| Bonuses: Do they address both objections and desires? | |
| Guarantee | |
| Social Proof | |
| Testimonials | |
| Urgency | |
| Scarcity | |
| FAQs | |
| Graphical Elements that Visually Depict Course Elements (mock ups, module graphics, etc.) | |
| Pitch written | |
| Pitch deck created | |