E EMPIRE BUILDER ACADEMY

MODULE 06

SELLING AND GETTING CUSTOMERS

8 lessons with step-by-step instructions, copy-and-paste AI prompts, exercises, a worksheet, an action checklist, and a knowledge check.

THE ONLINE ENTREPRENEUR BLUEPRINT

From Zero to Your First Online Business

06

BUILD SMART. LAUNCH FAST. SCALE WITH AI.

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MODULE 6: SELLING AND GETTING CUSTOMERS

MODULE OVERVIEW: Marketing gets attention; selling turns attention into customers. Selling doesn't have to feel pushy. Done well, it's simply helping the right people decide whether your offer will solve their problem. In this module you'll design a clear offer, set prices with confidence, write a sales page, build a simple sales funnel, communicate professionally, follow up without being annoying, understand conversion rates, and create a customer experience people want to recommend.

In this module:

- Lesson 6.1: Developing an Offer
- Lesson 6.2: Understanding Pricing
- Lesson 6.3: Creating Sales Pages
- Lesson 6.4: Building Sales Funnels
- Lesson 6.5: Customer Communication
- Lesson 6.6: Following Up With Prospects
- Lesson 6.7: Understanding Conversion Rates
- Lesson 6.8: Improving the Customer Experience

> **NOTE:** All examples and numbers in this module are hypothetical and used only to illustrate calculations. Your prices, conversion rates, and results will depend on your market, offer, and execution.

LESSON 6.1

Developing an Offer

The Big Idea

An **offer** is more than a product or service. It's the complete package: what the customer gets, the result it's designed to help them achieve, how it's delivered, the price, the terms, and the reasons to trust it. Two businesses can sell the same service, but the one with the clearer, more compelling offer usually wins.

The Seven Parts of a Strong Offer

1. **Target customer:** who exactly is it for?
2. **Core promise (outcome):** what result or change is it designed to create? (Be specific but honest; describe the intended outcome without guaranteeing it.)
3. **Deliverables:** what exactly do they get?
4. **Delivery method and timeline:** how and when?
5. **Price and payment terms.**
6. **Risk reducers:** a fair refund policy, satisfaction policy, a free consultation, a trial, or clear scope.
7. **Bonuses or extras (optional):** genuinely useful additions, not filler.

Productizing a Service

A **productized service** has a fixed scope, fixed price, and defined timeline. Instead of "I do social media," it's "The Launch Pack: 12 branded post templates + 30 captions, delivered in 7 days, $___." Productized offers are easier to explain, easier to buy, and easier to deliver consistently.

The Offer Ladder

Many businesses create a range of offers at different commitment levels:

- **Free:** lead magnet, free consult, helpful content.
- **Entry offer:** a small, low-risk first purchase (a mini-audit, a template, a starter session).
- **Core offer:** your main product or service.
- **Premium offer:** a higher-touch or more comprehensive option.
- **Ongoing offer:** a subscription, retainer, or maintenance plan.

You don't need every rung on day one. Start with one core offer, then add rungs.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical dog-walking business offer: "Midday Walk Plan for working dog owners in [Neighborhood]. 30-minute walks Monday through Friday, photo update after every walk, same walker each week when possible, free meet-and-greet before starting, cancel with one week's notice." The offer is specific, easy to understand, and reduces worry for the customer.

Step-by-Step: Build Your Core Offer

1. Revisit your target customer's top problem (Module 5).
2. Write the outcome your offer is designed to create.
3. List exact deliverables and the timeline.
4. Decide on risk reducers you can honestly provide.
5. Give it a clear name.
6. Write it as a one-paragraph offer statement.
7. Share it with three people in your target audience and ask what's unclear.

AI Prompt: Build My Offer

COPY-AND-PASTE AI PROMPT

```
Help me design a clear offer. Business: [DESCRIPTION]. Target
customer: [WHO]. Their main problem: [PROBLEM].
What I can deliver: [SKILLS/CAPACITY].
Create 3 offer options (an entry offer, a core offer, and a premium
offer). For each: name, intended outcome (no guarantees), exact
deliverables, timeline, suggested pricing approach, and an honest
risk reducer. Then write a one-paragraph description of the core offer.
```

AI Prompt: Productize My Service

COPY-AND-PASTE AI PROMPT

```
I currently offer custom [SERVICE] with variable scope. Help me turn
it into 2-3 productized packages with fixed scope, fixed timeline,
clear limits (revisions, response times), and names. Show them in a
comparison table and list what's NOT included in each.
```

EXERCISE 6.1: Complete the "Offer Builder" on your worksheet and get feedback from three people in your audience.

LESSON 6.2

Understanding Pricing

The Big Idea

Pricing affects your profit, your positioning, and the customers you attract. Beginners often underprice out of fear, then burn out doing too much work for too little money. Good pricing starts with your **costs**, considers the **market**, and is anchored in the **value** to the customer.

Three Pricing Approaches

1. Cost-plus pricing. Calculate your total costs and add a profit margin. Essential as a floor: you must know you're not losing money.

2. Market-based pricing. Look at what similar businesses charge. Helps you understand customer expectations and position yourself (budget, mid-range, premium).

3. Value-based pricing. Price based on the value of the outcome to the customer. A website that helps a business book more appointments may be worth more to that business than the hours it takes to build.

Most small businesses use a blend: costs set the floor, the market sets the range, and value guides where you land within it.

Calculating Your Minimum Price (Services)

1. **Monthly income target** (what you need to pay yourself): $____
2. **Monthly business expenses:** $____
3. **Tax set-aside** (estimate with your tax professional): $____
4. **Total needed per month** = 1 + 2 + 3
5. **Billable hours per month** (realistically, many solo owners can't bill every working hour; account for marketing, admin, and sales time).
6. **Minimum hourly rate** = Total needed ÷ billable hours.

Hypothetical illustration only: if someone needed $5,000 per month in total and expected 80 billable hours, their minimum would be $5,000 ÷ 80 = $62.50 per hour. Your numbers will differ.

Calculating Price for Products

- **Cost of goods (COGS):** materials, production, packaging.
- **Fees:** payment processing, platform/marketplace fees.
- **Shipping costs** (if you cover them).
- **Overhead share:** a portion of monthly expenses.
- **Profit margin.**

Gross margin = (Price − COGS) ÷ Price. *Hypothetical example:* a product priced at $40 with $16 in COGS has a gross margin of ($40 − $16) ÷ $40 = 60%.

Pricing Psychology (Use Ethically)

- **Tiered packages:** offering good/better/best options helps customers choose.
- **Anchoring:** presenting a comprehensive premium option first can make other options feel more accessible. Only show real options you'll actually sell.
- **Clear value framing:** explain what's included and the problem it solves.
- **Avoid deceptive tactics:** fake "was" prices, fake scarcity, hidden fees. The FTC's guidance on deceptive pricing addresses fictitious former prices.

Raising Prices

Raise prices when: you're consistently booked, you've improved the offer, costs increased, or you're attracting the wrong customers. Give existing customers fair notice.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical freelance bookkeeper checks her costs and finds her current price barely covers expenses and taxes. Local competitors list monthly bookkeeping packages in a higher range. She creates three tiers based on transaction volume, raises her starting price to a level that covers her minimum rate, and notifies her two existing clients 60 days in advance.

AI Prompt: Pricing Calculator

COPY-AND-PASTE AI PROMPT

```
Help me calculate pricing for my [SERVICE/PRODUCT].
My numbers:
- Monthly income target: [AMOUNT]
- Monthly business expenses: [AMOUNT]
- Tax set-aside estimate: [AMOUNT or %]
- Billable hours per month (services): [NUMBER]
- Cost per unit, fees, shipping (products): [AMOUNTS]
- Competitor price range I've found: [RANGE]
Show the math step by step: minimum hourly rate or unit price,
gross margin at 3 price points, and where each price positions me
in the market. Explain trade-offs. Don't guarantee sales at any price.
```

AI Prompt: Package Tiers

COPY-AND-PASTE AI PROMPT

Create good/better/best pricing tiers for [OFFER] for [AUDIENCE]. My minimum viable price is [AMOUNT]. Market range: [RANGE]. For each tier: name, who it's for, inclusions, and price. Explain the reasoning. Make the differences between tiers meaningful, not artificial.

EXERCISE 6.2: Use the worksheet's pricing calculator to find your minimum price, research five competitors' prices, and set your launch price.

LESSON 6.3

Creating Sales Pages

The Big Idea

A **sales page** is a single page dedicated to one offer, with one goal: help the right visitor decide to buy (or book). It's longer and more focused than a typical service page because it must answer every important question a buyer has.

The Sales Page Structure

1. **Headline:** the core outcome for the specific audience.
2. **Subheadline:** how it works or what makes it different.
3. **Call to action (above the fold).**
4. **The problem:** describe the customer's situation and frustrations in their words.
5. **The cost of the problem:** what happens if nothing changes (without fear-mongering).
6. **The solution:** introduce your offer.
7. **What's included:** deliverables, modules, features, with benefits.
8. **How it works:** simple steps.
9. **Who it's for and not for:** honest qualifiers build trust.
10. **About you:** why you're qualified (real experience and credentials only).
11. **Proof:** genuine reviews, real examples of work (with permission). If you're new and have none, skip this or show your process and expertise instead. Never invent it.
12. **Pricing:** clear price, what's included, payment options.
13. **Risk reducer:** refund policy, guarantee terms you'll honor, or free consultation.
14. **FAQ:** objections and logistics.
15. **Final call to action.**

Copywriting Principles

- **Clarity beats cleverness.**
- **Benefits over features:** "Weekly reports" (feature) → "Know exactly where your money goes every week" (benefit).
- **Specific beats vague:** "Delivered in 7 days" beats "fast delivery."
- **Use the customer's words** from your research.
- **One reader, one offer, one action.**
- **Honesty:** no income claims, no exaggerated results, no fake scarcity. If you mention results, keep them typical and documented, with any needed disclosures.

AI Prompt: Sales Page Draft

COPY-AND-PASTE AI PROMPT

```
Write a sales page for [OFFER NAME] for [AUDIENCE].
Inputs:
- Main problem (customer words): [QUOTES]
- Intended outcome: [OUTCOME]
- Deliverables: [LIST]
- Process: [STEPS]
- Price and payment options: [DETAILS]
- Refund/risk reducer: [POLICY]
- About me (real facts only): [BACKGROUND]
Follow this structure: headline (5 options), subheadline, problem,
cost of the problem, solution, what's included (with benefits), how
it works, who it's for/not for, about, [PROOF PLACEHOLDER], pricing,
risk reducer, 8-question FAQ, final CTA.
No guarantees of results, no invented testimonials or statistics.
```

AI Prompt: Features to Benefits

COPY-AND-PASTE AI PROMPT

```
Turn each feature below into a clear customer benefit, using the
"so you can..." method. Give 2 versions per feature: one practical,
one emotional. Audience: [WHO].
Features: [LIST]
```

EXERCISE 6.3: Write a complete sales page draft for your core offer. Then read it out loud and remove anything that isn't true, clear, or necessary.

LESSON 6.4

Building Sales Funnels

The Big Idea

A **sales funnel** is the path someone takes from first hearing about you to becoming a customer. It's called a funnel because at each step, fewer people continue. Building a funnel means deliberately designing each step so the right people move forward smoothly.

The Basic Funnel Stages

1. **Awareness:** they discover you (social content, search, referral, ad).
2. **Interest:** they engage (visit your site, follow you, read a post).
3. **Lead capture:** they give you contact info (lead magnet, quote request, booking).
4. **Nurture:** you build trust (email sequence, helpful follow-up, consultation).
5. **Decision:** they buy (sales page, checkout, proposal).
6. **Post-purchase:** onboarding, delivery, review request, referrals, repeat purchase.

Three Simple Funnel Blueprints

Service business funnel: Social post or search → Website service page → Free consultation booking → Consultation call → Proposal → Follow-up → Signed agreement and deposit.

Digital product funnel: Content (video, pin, post) → Lead magnet opt-in → Welcome email sequence (3–5 emails) → Sales page → Checkout → Delivery email → Follow-up for review and next product.

Local business funnel: Google Business Profile or neighborhood group → Website or direct message → Quote request → Quick response with quote → Booking → Service → Review request → Rebooking reminder.

The Welcome Email Sequence (Digital Product Funnel)

- **Email 1 (immediately):** deliver the freebie, introduce yourself, set expectations.
- **Email 2 (day 2):** a helpful tip or quick win related to the freebie.
- **Email 3 (day 4):** your story or approach; address a common mistake.
- **Email 4 (day 6):** introduce your offer and how it helps.
- **Email 5 (day 8):** answer objections/FAQ; clear call to action.

Build It Simply

Your first funnel can be built with tools you already have: your website, a form, an email marketing tool, and a payment link. Don't buy expensive funnel software until you've proven the steps work.

EXAMPLE (HYPOTHETICAL): A hypothetical meal-prep coach posts short videos with recipe tips. Each video points to a free "5-Day Family Meal Prep Plan" on her site. Subscribers receive five emails over eight days, then an invitation to her paid four-week coaching program. She tracks how many people move through each step.

AI Prompt: Map My Funnel

COPY-AND-PASTE AI PROMPT

```
Map a simple sales funnel for [BUSINESS] selling [OFFER] at [PRICE]
to [AUDIENCE]. My main traffic source is [SOURCE].
For each stage (awareness, interest, lead capture, nurture,
decision, post-purchase), describe: what the customer sees, the tool
I'll use, the content needed, and the metric to track. Keep it
buildable by one person with free or low-cost tools.
```

AI Prompt: Write My Welcome Sequence

COPY-AND-PASTE AI PROMPT

```
Write a 5-email welcome sequence for people who downloaded my free
[LEAD MAGNET] and may be interested in [OFFER] at [PRICE].
Schedule: day 0, 2, 4, 6, 8. Purpose of each: deliver + welcome,
quick win, story + common mistake, introduce offer, FAQ + CTA.
Each email: subject line (2 options), preview text, body under 200
words. Warm and helpful; no pressure tactics, fake deadlines, or
income claims. Include an unsubscribe reminder note for my footer.
```

EXERCISE 6.4: Draw your funnel on your worksheet, list the tools for each stage, and draft your welcome sequence or consultation process.

LESSON 6.5

Customer Communication

The Big Idea

Professional, timely, clear communication is a competitive advantage, especially for small businesses. Customers often choose a provider simply because they responded first and clearly.

Communication Standards to Set

- **Response time:** e.g., within one business day (and say so).
- **Channels:** which ones you use for what (email for quotes, text for scheduling, etc.).
- **Business hours:** when you're available.
- **Tone:** consistent with your brand voice.

Handling Inquiries: The 4-Part Reply

1. **Thank and acknowledge** their specific request.
2. **Answer** their question directly.
3. **Ask** one or two clarifying questions if needed.
4. **Next step:** propose a clear action (book a call, approve a quote, choose a time).

Running a Discovery or Consultation Call

1. **Set the agenda** (2 minutes): "I'll ask a few questions, share how I can help, and we'll see if it's a fit."
2. **Ask questions** (10–15 minutes): situation, goals, challenges, what they've tried, timeline, budget range.
3. **Summarize** what you heard. This shows you listened.
4. **Recommend** the offer that fits (or refer them elsewhere if it doesn't).
5. **Address questions.**
6. **Agree on next steps** and timing.

Proposals and Agreements

For services, use a written proposal or agreement covering scope, deliverables, timeline, price, payment terms, revisions, cancellations, and responsibilities. Templates are available, but consider having an attorney review your standard agreement.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical photographer receives an inquiry at 9 p.m. She has a saved template; the next morning she personalizes it: thanks the person, confirms her availability for their date, asks the location and number of hours, and links to her booking calendar for a 15-minute call.

AI Prompt: Discovery Call Script

COPY-AND-PASTE AI PROMPT

Write a 20-minute discovery call script for [BUSINESS] offering [OFFER] to [AUDIENCE]. Include: an agenda opener, 10 questions (situation, goals, challenges, past attempts, timeline, budget), a summary template, how to recommend my offer naturally, how to respond if it's not a fit, and how to close with a clear next step. Conversational, helpful, never pushy.

AI Prompt: Proposal Outline

COPY-AND-PASTE AI PROMPT

Create a one-page proposal template for [SERVICE] including: client goals summary, recommended package, scope and deliverables, timeline, investment and payment terms, what's not included, next steps to get started, and a section for acceptance. Use [PLACEHOLDERS]. Note that I should have an attorney review any contract terms.

EXERCISE 6.5: Write your communication standards and create three saved templates: inquiry reply, consultation confirmation, and proposal email.

LESSON 6.6

Following Up With Prospects

The Big Idea

Many sales don't happen on first contact. People get busy, forget, or need time to decide. Thoughtful follow-up isn't annoying; it's often helpful. The key is to **add value, stay respectful, and stop when asked.**

The Follow-Up Framework

- **Follow-up 1 (2–3 days after a proposal or conversation):** check in, answer questions, restate the next step.
- **Follow-up 2 (about a week later):** share something helpful (a relevant tip, an example, an answer to a likely question).
- **Follow-up 3 (about two weeks later):** a polite "close the loop" message, leaving the door open.
- **After that:** add them to your email list (only with consent) or set a reminder to check in months later if appropriate.

Follow-Up Message Principles

- Reference the specific conversation.
- Keep it short.
- Make it easy to reply (a yes/no question).
- Never guilt, pressure, or invent deadlines.
- Respect "no" and unsubscribe requests immediately.

Track Every Follow-Up

Use your lead tracker (Module 5) with a "next follow-up date" column. Review it daily. Tracked follow-ups are far less likely to slip through the cracks.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical web designer sends a proposal on Monday. On Thursday, she checks in: "Any questions about the proposal? Happy to hop on a quick call." The next week she sends a short note with a two-minute video showing how the new homepage layout would look on mobile. Ten days later: "I'll close this out for now so I'm not cluttering your inbox. If the timing changes, just reply here."

AI Prompt: Follow-Up Sequence

COPY-AND-PASTE AI PROMPT

Write a 3-message follow-up sequence for a prospect who [SITUATION: received a proposal / had a consultation / asked for a quote] for [OFFER]. Context from our conversation: [DETAILS].
Message 1 (day 3): friendly check-in. Message 2 (day 8): add value with [HELPFUL RESOURCE IDEA]. Message 3 (day 15): polite close-the-loop. Each under 90 words, personal, no pressure, ending with an easy question.

AI Prompt: Re-Engage Old Leads

COPY-AND-PASTE AI PROMPT

I have [NUMBER] past leads who inquired about [OFFER] [TIMEFRAME] ago but didn't buy. Write a short, genuine re-engagement email (under 120 words) that mentions something new or useful [WHAT'S NEW], invites a reply, and makes it easy to opt out. No fake urgency or discounts I don't actually offer.

EXERCISE 6.6: Add a "next follow-up date" to every open lead in your tracker and write your three-message follow-up templates.

LESSON 6.7

Understanding Conversion Rates

The Big Idea

A **conversion rate** is the percentage of people who take a desired action. It's one of the most useful numbers in your business because it shows where people drop off in your funnel and where improvements will have the biggest impact.

The Formula

Conversion rate = (Number of conversions ÷ Number of visitors or opportunities) × 100

Hypothetical examples (for practicing the math only):

- 400 visitors to a lead magnet page and 60 sign-ups: 60 ÷ 400 × 100 = 15% opt-in rate.
- 20 consultation calls and 6 new clients: 6 ÷ 20 × 100 = 30% close rate.
- 1,000 sales page visitors and 12 purchases: 12 ÷ 1,000 × 100 = 1.2% conversion rate.

Conversion Points to Track

Stage	Conversion to measure
Content → website	Click-through rate
Landing page → lead	Opt-in rate
Lead → consultation	Booking rate
Consultation → client	Close rate
Sales page → purchase	Purchase conversion rate
Customer → repeat	Repeat purchase rate

Why "Average" Benchmarks Can Mislead

You'll find many published "average conversion rates" online. They vary enormously by industry, price, traffic source, and offer, and they're often based on data that doesn't match your situation. **Your own numbers over time are the most useful benchmark.** Measure, improve, and compare against your own past performance.

How to Improve Conversion Rates

1. **Find the biggest drop-off** in your funnel.
2. **Form a hypothesis:** "Visitors don't understand the offer quickly enough."

3. **Make one change:** clearer headline, simpler form, better photos, answering an objection, faster response time.
4. **Measure** over a meaningful number of visitors or opportunities.
5. **Keep what works**, revert what doesn't.

With small numbers of visitors, results can swing wildly by chance. Avoid drawing big conclusions from a handful of visits; gather more data before deciding.

Common Conversion Killers

- Unclear headline or offer.
- Slow or broken pages, especially on mobile.
- Too many choices or calls to action.
- Missing price or hidden costs.
- No trust signals or unanswered objections.
- Complicated checkout or long forms.
- Slow response to inquiries.

AI Prompt: Diagnose My Funnel

COPY-AND-PASTE AI PROMPT

```
Here are my funnel numbers for the last [PERIOD]:
- Visitors to [PAGE]: [X]
- Leads/sign-ups: [X]
- Consultations booked: [X]
- Sales: [X]
Calculate the conversion rate at each step and identify the biggest
drop-off. Suggest 5 hypotheses for why people drop off there, and
for each, one specific change I could test. Remind me if my sample
sizes are too small to draw firm conclusions.
```

AI Prompt: Page Conversion Review

COPY-AND-PASTE AI PROMPT

```
Review this sales/landing page copy as a conversion-focused editor.
Identify: unclear messaging, missing information, unanswered
objections, weak calls to action, and trust gaps. Rank the top 5
fixes by likely impact and effort. Do not suggest fake urgency,
fake reviews, or exaggerated claims.
Page: [PASTE]
```

EXERCISE 6.7: Fill in the Funnel Metrics table on your worksheet with your current numbers (even if they're small), find the biggest drop-off, and choose one improvement to test.

LESSON 6.8

Improving the Customer Experience

The Big Idea

Customer experience (CX) is how customers feel about every interaction with your business, from first discovering you to long after their purchase. Great experiences tend to lead to repeat business, referrals, and positive reviews, which can lower the cost of finding new customers over time.

Map the Customer Journey

List every touchpoint:

1. Discovering you
2. Visiting your website or profile
3. Contacting you
4. Receiving a quote or making a purchase
5. Onboarding (what happens right after they pay)
6. Delivery of the product or service
7. Support and problem resolution
8. Follow-up after completion
9. Rebooking or repurchasing

For each touchpoint, ask: *What could feel confusing, slow, or disappointing? What small thing could make it delightful?*

Small Touches That Make a Big Difference

- A clear welcome email that explains what happens next.
- Proactive updates ("Your order shipped," "I'm on my way").
- A simple onboarding checklist or guide.
- Delivering slightly earlier than promised (when you reliably can).
- A personal thank-you note.
- Remembering details about repeat customers.
- Fixing mistakes quickly and generously.

Collecting Feedback

- Send a short feedback form after delivery (3 questions maximum).
- Ask: "What's one thing we could do better?"
- Read feedback monthly and act on patterns.

- Share improvements with customers ("You asked, we listened").

Asking for Reviews and Referrals

Ask at the moment of highest satisfaction (right after a successful delivery). Make it easy with a direct link. Ask for honest reviews; never pay for positive ones or filter who can review based on expected sentiment.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical house-cleaning business maps its journey and notices new clients feel anxious before the first visit. It creates a "What to Expect" email with the cleaner's first name, arrival window, what's included, and how to prepare. It also sends a text when the cleaner is 15 minutes away. These small changes address the most common worry clients expressed.

AI Prompt: Customer Journey Audit

COPY-AND-PASTE AI PROMPT

```
Here's how a customer currently experiences my business, step by step: [DESCRIBE EACH STEP]. For each touchpoint, identify possible friction or confusion, and suggest one low-cost improvement and one "delight" idea. Then write the onboarding/welcome message I should send immediately after purchase.
```

AI Prompt: Feedback Form and Review Request

COPY-AND-PASTE AI PROMPT

```
Create: (1) a 3-question customer feedback form for [BUSINESS] after [SERVICE/PRODUCT DELIVERY]; (2) a short thank-you message asking for an honest review with [REVIEW LINK]; and (3) a referral request message. Warm, brief, and pressure-free. No incentives for positive reviews.
```

> **EXERCISE 6.8:** Map your customer journey on your worksheet, identify three friction points, and implement one improvement this week.

MODULE 6

Module 6 Worksheet

Part A: Offer Builder

Element	My offer
Offer name	
Target customer	
Intended outcome (no guarantees)	
Deliverables	
Delivery method and timeline	
Price and payment terms	
Risk reducer	
Bonuses (optional)	

Feedback from 3 people: _____

Part B: Pricing Calculator

Line	Amount
1. Monthly income target	$
2. Monthly business expenses	$
3. Tax set-aside estimate	$

Line	Amount
4. Total needed (1 + 2 + 3)	$
5. Billable hours per month	
6. Minimum hourly rate (4 ÷ 5)	$

Competitor	Offer	Price	Notes

My launch price: $_____ Why: _____

Part C: My Funnel

Stage	What they see	Tool	Metric
Awareness			
Interest			
Lead capture			
Nurture			
Decision			
Post-purchase			

Part D: Communication Standards

Response time: _____ Channels: _____ Hours: _____

Part E: Funnel Metrics

Step	Number in	Number out	Conversion rate
Visitors → leads			%
Leads → consultations			%
Consultations → customers			%
Page visitors → purchases			%

Biggest drop-off: _____ Change I'll test: _____

Part F: Customer Journey

Touchpoint	Friction	Improvement

MODULE 6

Action Checklist

- [ ] Write your core offer with all seven parts
- [ ] Calculate your minimum price and research competitor prices
- [ ] Set your launch price and package tiers
- [ ] Write a full sales page draft
- [ ] Map your sales funnel and the tools for each stage
- [ ] Write a welcome email sequence or consultation process
- [ ] Create inquiry, consultation, and proposal templates
- [ ] Write a three-message follow-up sequence
- [ ] Add follow-up dates to all open leads
- [ ] Calculate conversion rates for your funnel steps
- [ ] Map the customer journey and implement one improvement
- [ ] Create a feedback form and review request message

MODULE 6

Knowledge Check

1. What is a productized service?
A) A physical product
B) A service with fixed scope, price, and timeline
C) A free consultation
D) A service with unlimited revisions

2. Which pricing approach sets your absolute minimum price?
A) Value-based
B) Cost-plus (knowing your costs)
C) Copying the cheapest competitor
D) Guessing

3. If 300 people visit a page and 15 sign up, what's the opt-in rate?
A) 3%
B) 5%
C) 15%
D) 20%

4. Which belongs on an honest sales page when you're new and have no reviews?
A) Invented testimonials
B) Stock photos labeled as clients
C) Your process, real experience, and a fair risk reducer
D) Fake "as seen on" logos

5. What's the first step to improve conversion rates?
A) Change everything at once
B) Find the biggest drop-off in your funnel
C) Add a countdown timer
D) Lower your price immediately

6. True or false: Published "average conversion rates" are the best benchmark for your business.

7. What's a good follow-up practice?
A) Daily messages until they respond
B) Short, personal messages that add value and respect "no"
C) Inventing a deadline
D) Never following up

8. When is the best time to ask for a review?

A) Before delivery

B) Right after a successful delivery or experience

C) Only after a complaint

D) Six months later

MODULE 6

Answer Key

1. **B.** Fixed scope, fixed price, defined timeline.
2. **B.** Knowing your costs ensures you don't price below what you need to sustain the business.
3. **B.** 15 ÷ 300 × 100 = 5%.
4. **C.** Show real process and experience; never invent proof.
5. **B.** Focus improvement where the most people drop off.
6. **False.** Your own numbers over time are more meaningful.
7. **B.** Helpful, respectful, and limited follow-up.
8. **B.** Ask when satisfaction is highest.