

The Offer Creation Toolkit — Part 2

The Offer Idea Generator Prompts

Use these prompts to generate ideas, uncover hidden offers in what you already know, and shape rough thoughts into clear, focused products. You can answer these on paper or paste them directly into ChatGPT.

Find Hidden Offers in What You Already Do

- What do I do for myself that saves me time, money, or stress?
- What do people ask me for help with?
- What have I already figured out the hard way?
- What do I have notes, systems, or rough processes for?
- What have I explained more than once to someone else?

Turn Existing Stuff Into Offers

- If this were a product, what would it help someone do?
- What part of this is the most useful or results-focused?
- What would the starter version of this look like?
- What could I remove to make this simpler and clearer?

Outcome-First Prompts

- Someone buys this because they want to: _____
- Before this, they feel: _____
- After this, they can: _____
- The main promise of this is: _____

Simple Offer Discovery Prompts (For ChatGPT)

- Here's what I do / know / have: _____. What are 5 simple offers I could create from this?
- Turn this rough idea into 3 different small, focused product ideas: _____.
- Help me package this into something people would actually buy: _____.
- What's the simplest useful version of this idea: _____?

The Leverage Prompts

- Could this be a checklist instead of a guide?
- Could this be a toolkit instead of a course?
- Could this be one focused solution instead of a big system?
- What's the fastest path from problem to result here?

Tip: Start with the prompts to generate or refine ideas, then run the best ones through the Offer Clarity Checklist to turn them into real, sellable offers.