

Digital Profits

OFFER VALIDATION QUICKSTART

The Planner That Helps You Validate your online offer in under an hour — no tech, no guesswork, no overthinking.



**7 STEP
FRAMEWORK**

WELCOME & HOW TO USE THIS PLANNER

This planner is designed to help you gain fast clarity and validate your online offer in under an hour.

You'll walk through 7 key prompts to uncover your ideal customer, their biggest pain, and how your offer can solve it.

Use this as a rapid action plan to move forward with confidence.

Your offer could be a single digital product (maybe your first offer), a course or even coaching.

Our most successful members are resourceful and take full responsibility and massive action to achieve their success. By using this planner you are on the right path to achieving your own outstanding results.

You can ask questions and get help, support and guidance as well as in-depth training in our communities, courses and memberships.

I look forward to supporting you on your journey and seeing you grow your business.

Let's get started!

Neill Cook
Founder, Digital Profits



STEPS TO VALIDATING YOUR DIGITAL OFFER



1. WHAT IS THE TRANSFORMATION YOU HELP DELIVER?

2. WHO IS YOUR IDEAL CUSTOMER?

3. WHAT IS THEIR #1 PAIN POINT?

4. WHAT ELSE IS ON THE MARKET?

5. WRITE YOUR OFFER STATEMENT

6. WHO CAN YOU ASK FOR FEEDBACK?

7. WHAT WILL YOU DO IN THE NEXT 24 HOURS?



1. WHAT IS THE TRANSFORMATION YOU HELP DELIVER?

Goal: Clearly describe the transformation or result your offer delivers.

What is the main result your ideal customer will get?

(Example: “Lose 10 pounds in 6 weeks” or “Launch your first online course in 30 days”)

Why is this transformation important to your audience?

Write your transformation statement here:

2. WHO IS YOUR IDEAL CUSTOMER?

Goal: Narrow down exactly who you're helping.

Describe your ideal customer in detail (age, gender, occupation, interests):

What are their biggest goals related to your offer?

What frustrations or challenges do they face?

Write a clear description of your ideal customer:

3. WHAT IS THEIR #1 PAIN POINT?

Goal: Identify the core problem or pain your offer solves.

What is the biggest pain point your ideal customer faces?

What language or phrases do they use to describe this pain?

How does this pain impact their life or business?

Write down your ideal customer's pain point in their own words:

4. WHAT ELSE IS ON THE MARKET?

Goal: Understand the competitive landscape and demand.

List 3 competitors or similar offers in your niche:

What do these offers do well?

How can your offer be different or better?

What gaps or opportunities do you see?

5. WRITE YOUR OFFER STATEMENT

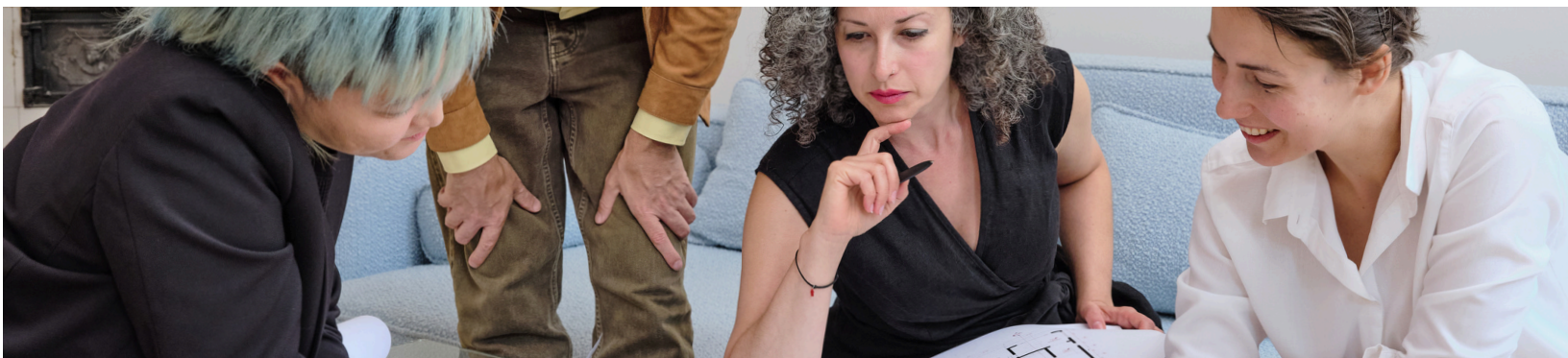
Goal: Create a clear, concise statement describing your offer.

Use this formula: “I help [ideal customer] achieve [transformation] by [method or approach].”

Write 3 versions to consider:

Write your best offer statement here:

How would you explain your offer in one sentence to someone new?



6. WHO CAN YOU ASK FOR FEEDBACK?

Goal: Get honest input from your ideal audience.

List 3 people or groups you will ask for feedback: (Friends, colleagues, communities, groups)

What questions will you ask?

Draft your feedback request message/email:

Notes from any feedback received:

7. WHAT WILL YOU DO IN THE NEXT 24 HOURS?

Goal: Decide your first step to move forward.

What is the first action you will take to move forward with your idea?

Example: After validating your offer your next step could be to move on to planning out your offer.

What is your timeline for this action?

What support or resources do you need?

Write your commitment statement: (This helps ensure you take action)

FINAL NOTES & NEXT STEPS

Congratulations on completing the offer validation quickstart!

Now reflect on what you learned and plan your next steps...

- e.g. offer planning, creating content, marketing, launching.
- Remember: Validation is ongoing — so keep listening to feedback and improving your offer as you progress.

