

One-Page Service Offer Builder

Turn one useful skill into a clear service you can explain, price, and test.

1 MY SERVICE

What are you calling the offer?

Example: 90-minute LinkedIn profile refresh

2 WHO IT HELPS

Name one specific kind of person.

Example: new consultants with a strong resume but no client leads

3 THE PROBLEM

What feels difficult, unclear, or time-consuming for them?

They are stuck because...

4 THE USEFUL OUTCOME

What practical change will they leave with?

By the end, they can...

5 WHAT I WILL DO

List the 2-3 concrete parts of the service.

1. ■ 2. ■ 3.

6 DELIVERY AND PRICE

Keep the first version simple and easy to test.

Format and timing: ■ Price or test price: ■ What is included:

7 My next small test

Choose one action you can take in the next 48 hours. Send a message, post an offer, or invite one conversation.