

OFFER AUDIT WORKSHEET

 HOW TO USE THIS WORKSHEET:

- ✓ LIST ALL OF YOUR CURRENT OFFERS.
- ✓ IDENTIFY THE TARGET CLIENT FOR EACH OFFER.
- ✓ ENSURE EACH OFFER SOLVES A REAL PROBLEM.
- ✓ REVIEW THE PRICE POINT & PROFITABILITY.
- ✓ DECIDE IF EACH OFFER IS STILL ALIGNED WITH YOUR BUSINESS GOALS.
- ✓ DETERMINE IF YOU SHOULD KEEP, ADJUST, OR REMOVE THE OFFER.

Offer Name	Who Is It For?	What Problem Does It Solve?	Price Point	Profitability (High/Medium/Low)	Is It Still Aligned ? (Yes/No)	Next Steps (Keep, Adjust, Remove)
[Your Offer Here]	[Target Client]	[Clear Problem Solved]	[Current Pricing]	[H/M/L]	[Y/N]	[Action Plan]
[Your Offer Here]	[Target Client]	[Clear Problem Solved]	[Current Pricing]	[H/M/L]	[Y/N]	[Action Plan]
[Your Offer Here]	[Target Client]	[Clear Problem Solved]	[Current Pricing]	[H/M/L]	[Y/N]	[Action Plan]

 PRO TIP: YOUR OFFERS SHOULD EVOLVE WITH YOUR BUSINESS. REGULARLY ASSESSING THEM KEEPS YOUR BRAND FRESH, RELEVANT, AND PROFITABLE! 