



ALTERNATE REALITY · CORE 2 OF 3

OFFER & PROOF CORE.

What you sell, the receipts that back it up, the objections you hear, and how you ask for the next step.

FILL IN ON SCREEN · CLICK ANY WHITE BOX AND TYPE · SAVE WHEN DONE

→ Answer in your own words, the way you'd say it out loud. Real numbers, real quotes, real stories. The Director lifts phrases straight from this file, so polished corporate language here becomes polished corporate content later.

1 · YOUR OFFER

Offer name

ONE-SENTENCE PROMISE

"I help [specific person] get [specific result] through [the way you do it]."

EXAMPLE · KEYNOTE SPEAKER & BUSINESS COACH

I help speakers and coaches who are great in the room become impossible to ignore online, through a done-for-you content system built around one filming day a month.

YOUR METHOD — HOW IT WORKS, NOT WHAT IT GETS

Named methods are more memorable and harder to copy.

EXAMPLE · KEYNOTE SPEAKER & BUSINESS COACH

The One-Day Engine: a strategy call to mine your stories, one half-day shoot, then four weeks of edited short-form, captions and posting handled for you.

Who it's for

Who it's NOT for (this makes you more credible to the right people)

Price and format (keep private if you prefer — the Director only mentions price if you allow it)

PRICE	FORMAT	LENGTH

2 - PROOF BANK

Real, specific, public-safe results only. The Director quotes this verbatim and never invents proof.

CLIENT (NAME OR DESCRIPTION)	WHERE THEY STARTED	RESULT (WITH NUMBERS)	TIMEFRAME

CLIENT WORDS

Testimonial quotes exactly as given.

YOUR OWN CREDENTIALS

Years, numbers, notable names, stages, press. Only what's true and relevant.

3 · OBJECTION BANK

What people say before they buy — and what they actually mean underneath.

HOW TO WRITE ONE

Says: "I don't have time to film." Means: "I've tried before, it ate my week and nothing happened."

WHAT THEY SAY	WHAT THEY REALLY MEAN	HOW YOU ANSWER IT

4 · HOW YOU ASK

Main action you want people to take (one only)

Where it takes them

SOFT OR DIRECT?

Soft invites ("if this sounds like you..."). Direct instructs ("DM me SHOOT"). Neither is wrong. Tick one and say why it fits you.

Your style:

☐

Soft

☐

Direct

Why it fits you:

YOUR GO-TO CTA PHRASES

CTA LANGUAGE THAT FEELS WRONG FOR YOU

EXAMPLE • KEYNOTE SPEAKER & BUSINESS COACH

"link in bio to transform your life", "spots are filling fast!!", "click here"

5 • YOUR OFFER LADDER

Everything else you offer or give away. The shoot-day planner uses this to decide how close each post sits to a sale.

OFFER	ONE-LINE PROMISE	PRICE	FORMAT

THE USUAL PATH FROM STRANGER TO CLIENT

