

FREE AI RESOURCE 04

AI Offer Clarity Workbook

Turn a vague service into a clear promise, scope and next step.

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PRACTICAL • CLEAR • ACTION-FOCUSED

OUTCOME

Turn a vague service into a clear promise, scope and next step.

What problem this solves

A service can be valuable and still be difficult to buy when the customer, problem, outcome, deliverables, duration or boundaries are unclear. This workbook helps you organise those parts and use AI to audit the offer without inventing proof.

Who it is for

Freelancers, consultants, coaches, creators, trainers and small service businesses.

When to use it

- You struggle to explain your service in one or two sentences.
- Prospects compare you only on price.
- Projects expand because deliverables and boundaries are unclear.

Information to prepare

Complete what you know. Write 'unknown' when the information is not available; do not guess.

Target customer: _____

Current problem: _____

Desired outcome: _____

Deliverables: _____

Duration: _____

Process: _____

Support included: _____

Support not included: _____

Proof available: _____

Difference from alternatives: _____

Price and pricing logic: _____

Common objections: _____

CTA: _____

Main copy-ready AI prompt

Copy the prompt below into ChatGPT, Gemini or another capable AI assistant. Then paste your completed context form after it.

ROLE

Act as a practical problem-solving partner specialising in ai offer clarity workbook.

TASK

Analyse the context I provide after this prompt and help me make a better decision and take practical action.

ANALYSIS REQUIRED

1. Check whether one specific customer and important problem are clearly defined.
2. Separate the customer outcome from the list of tasks or tools used.
3. Audit deliverables, timeline, responsibilities, support and exclusions for ambiguity.
4. Evaluate proof and differentiation without creating claims that do not exist.
5. Explain the pricing logic using scope, complexity, time, value and risk without claiming a perfect price.
6. Rewrite the offer as a clear short statement and a longer sales explanation.
7. List objections the offer should answer before the sales conversation.

RULES

- Do not invent missing facts, data, customer feedback, prices, people, policies or results.
- Separate facts I provided, assumptions, and missing information.
- Ask only essential questions when the answer cannot be completed safely without them.
- State uncertainty clearly and explain what evidence would reduce it.
- Account for my budget, location, skills, time and available resources.
- Prioritise recommendations instead of giving a long unranked list.
- Prefer ethical, legal, low-risk and reversible tests when evidence is weak.
- Give practical next actions with an owner, timing and success measure where possible.
- Do not guarantee results.
- Flag legal, medical, financial or other high-stakes points that need qualified professional advice.

OUTPUT FORMAT

1. Offer clarity score
2. Ambiguities
3. Revised offer statement
4. Deliverables and boundaries
5. Differentiation
6. Pricing questions
7. Objection responses

8. CTA

MY CONTEXT

I will paste my completed context form below. Start by checking whether the information is sufficient.

Prompt improvement tip: If the first answer is too broad, ask AI to show which missing evidence would most change the recommendation before requesting more ideas.

Offer-building worksheet

- Customer: Who has this problem strongly enough to seek help?
- Problem: What costly, frustrating or important situation exists now?
- Outcome: What realistic change should the service help create?
- Deliverables: What tangible work will the customer receive?
- Duration: When does the work start, finish and require feedback?
- Proof: What samples, process evidence or authorised results exist?
- Differentiation: Why is this approach appropriate for this customer?
- Price: What scope and assumptions support the price?
- CTA: What is the smallest clear next step?

Clarity test

- Can the target customer recognise themselves?
- Can they understand the result without knowing your tools?
- Can they see exactly what is and is not included?
- Can they decide what to do next?

Practical example

FICTIONAL EXAMPLE

Fictional scenario: A freelancer sells 'AI content services.' The clearer offer becomes: a two-week short-video starter sprint for local restaurants, including a content audit, six scripts, six edited vertical videos and a simple posting plan. Filming, paid advertising and daily community management are listed separately.

How to use the AI answer

- Keep only claims and proof you can support.
- Test the revised explanation with real target customers.
- Notice which questions remain after people read the offer.
- Update scope and boundaries before changing the headline again.

Mistakes to avoid

- Leading with tools instead of the customer's problem and outcome.
- Promising results controlled by factors outside your work.
- Using vague deliverables such as 'support' without limits.
- Copying a competitor's price without comparing scope or market.

Next action

Use Resource 08 to turn the clarified offer into a realistic freelance starter system.

Find every free resource at hassan-yusuf-ai-education.mrhassanyusuf.chatgpt.site/resources.

Responsible use

IMPORTANT

AI can assist with analysis, planning and content creation, but outputs may contain errors. Verify important information and use qualified professional advice for legal, medical, financial or other high-stakes decisions.