



**CLICK LAB**  
DIGITAL

**OFFER BUILDER  
CANVAS**

# Offer Builder Canvas

*Design a compelling offer that connects, converts and delivers value.*

Use this worksheet to engineer your offer with clarity, value, and structure.



## 1. Audience

Who is this offer for?  
What do they want?  
What are their pain points?

## 2. Desired Outcome / Transformation

What does success look like for them?  
What transformation are you helping them achieve?

## 3. Core Offer

What are you offering them?  
What is the name of your offer/product/service?  
Describe it in 1–2 sentences.

## 4. Key Benefits & Value Drivers

List 3–5 key outcomes, benefits or results your offer provides:

## 5. Inclusions & Deliverables

Break down exactly what they'll get (tangible or intangible):  
Access to...  
Support from...  
Features/tools...  
Content/training...

## 6. Bonuses (Optional)

What extra value can you stack on top to make the offer irresistible?

## 7. Pricing

What's the price?  
Why is it priced this way?  
Is there a payment plan, discount or guarantee?

## 8. Urgency & Scarcity

What's the reason to act now?  
Limited time?  
Limited spaces?  
Bonus ends?

## 9. Proof & Credibility

What builds trust?  
Testimonials  
Case studies  
Certifications  
User Generated Content & Influencers

## 10. Call to Action

What's the next step?  
How do they buy/book/apply/sign up?