

Quick Offer Analysis Worksheet

What's the offer you're analyzing?

What's the hook? (Do they have a hook?)

What's the headline? (Do they have a headline?)

What was the offer? (Do they make an offer?)

What was the offer stack? (Did they have an offer stack?)

What was the value? How was the value built up? (If at all)

What was the story about the person or the product? (Did they even have a story?)

If you bought it, what do you think got YOU to buy this product or service?
