

FREE TEMPLATE

The One-Page Offer Template

Turn what you know into one clear offer
you can actually sell.

Editable Worksheet. Yours free.

Built for Filipino coaches, consultants, and creators.

MY ONE-PAGE OFFER

Who

Problem

Result

How

Price

Proof



A WyzLab Studio Original

By the last page, you will have this

One named offer on one page. A one-sentence version you can say out loud. A price you are willing to state without apologizing.

Here is the path:

- 1 See the real problem (it is not what you think).
- 2 Learn the six-part offer formula.
- 3 Study one finished example.
- 4 Fill in your own one-page offer.
- 5 Run the clarity check and take your next step.

You are not underqualified. Your offer is just **unclear**.

You can talk for an hour about your work. Then someone asks, "So what exactly do you sell, and for how much?" and you freeze.

Sound familiar?

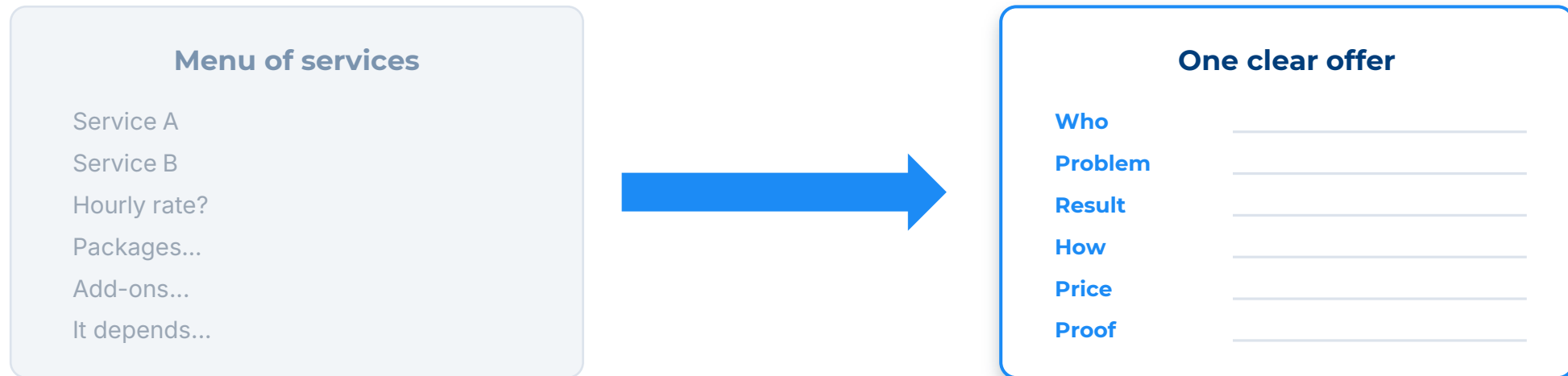
- You price before you are clear on who you help.
- You describe features, not the result.
- Your message is watered down to fit everyone.
- Your offer is "for anyone," so nobody bites.
- You sell sessions and hours, not a destination.

*"Marunong ka naman.
Ang kulang lang, malinaw na offer."*

Why one page

If it does not fit on one page, it is not clear yet.

One page is not a limit. It is the discipline. A clear offer is small enough to say in one breath and read in one glance. If you need three pages to explain what you sell, your buyer is already lost.



The six-part offer formula

I help **[WHO]** go from **[PROBLEM]** to **[RESULT]** through **[HOW]**, for **[PRICE]**. Here is my proof: **[PROOF]**.

1 Who

Name one specific person and the moment they are in. Not "everyone."

2 Problem

The pain in their words. What they are stuck on right now.

3 Result

The one clear outcome, and how you both know it happened.

4 How

The format and simple structure. Keep it short.

5 Price

One number, tied to the transformation. State it plainly.

6 Proof

One or two honest reasons to believe you. Light, not a resume.

See what "clear" looks like

Sample offer

By Coach Liza Mercado, Davao City

"I help **busy Filipino nurses in Cebu and Metro Manila who want to earn from home** go from **no side income** to **their first paying online client**, through a **6-week done-with-you coaching program**, for **₱18,000**. Here is my proof: I did this myself and have guided 12 others."

Who

Filipino nurses working full shifts, wanting a home-based side income.

Result

Their first paying online client within 6 weeks.

Price

₱18,000 for the full program, stated up front (set your own on your page).

Problem

They have skills but no idea how to package or sell them online.

How

A 6-week done-with-you coaching program, one call per week plus templates.

Proof

"I built my own side income first, then guided 12 others to their first client."

Specific who, not "anyone."

A destination, not a list of sessions.

Honest proof, no hype.

*The peso price shown is one example.
Set your own on your page.*

My One-Page Offer

Fill this in

Offer name:

I help _____ go from _____ to _____ through _____, for _____. Here is my proof: _____.

Who is it for

(Name one specific person and the moment they are in.)

The problem

(What are they stuck on, in their own words?)

The result

(What is the one clear outcome? How will you both know?)

How it works

(Format and simple structure. Keep it short.)

The price

(One number, tied to the transformation.)

The proof

(One or two honest reasons to believe you.)

How to fill it in, part 1

Who

Picture one real person. Their job, their situation, the moment they are in.

Watch out for
"Everyone" means no one.

Problem

Write the pain in their words. What keeps them stuck right now?

Watch out for
Do not describe your method yet.
Describe their struggle.

Result

Name the destination. What can they do or have afterward, and how will you both know it happened?

Watch out for
A result is not "8 sessions." It is where those sessions take them.

How to fill it in, part 2

How

State the format in one or two lines. Program, sessions, product, timeframe. Short is strong.

Watch out for

If it needs a paragraph, it is too complicated to sell.

Price

Pick one number and tie it to the transformation. Think: what is one clear result worth, and how many clients can you serve well?

Watch out for

State your price plainly. This is your price, not a promise of what they will earn.

Proof

Give one or two honest reasons to trust you. A result you got, a person you helped, an unfair advantage you have.

Watch out for

You do not need more credentials. You need clarity. Keep it light.

TIP

Clarity, not credentials, is the gap. Fill the page with what is already true.

OPTIONAL BOOST

Stuck on a field? Use AI to help.

You do not have to word it perfectly on the first try. Paste your rough answer and this prompt, and let AI sharpen it into one clear, outcome-based line.

Copy this

Act as a plain-spoken offer coach for a Filipino coach or creator.

Here is a rough draft of my offer: WHO: [paste], PROBLEM: [paste], RESULT: [paste], HOW: [paste], PRICE: [paste], PROOF: [paste]. Rewrite it as one clear sentence in this format: "I help [who] go from [problem] to [result] through [how], for [price]."

Make the result a real outcome, not a list of sessions. Keep it simple, specific, and easy to say out loud. Then give me one tip to make my price feel justified by the result.

Paste this into any AI you already use, or the free WyzAI Assistant. Find it at www.wyzcore.com

The clarity check

Before you call it done, run these five. Each one should be a clear yes.

- ☐ It fits on one page.
- ☐ The "who" is one specific person, not everyone.
- ☐ The result is a destination, not a list of sessions.
- ☐ The price is one number, stated plainly.
- ☐ You can say the whole offer out loud in one breath.

Five yeses? You have an offer you can sell by tonight.

*"Isang page lang ang kailangan mo.
Klaro kung para kanino, ano ang result, at magkano."*

You have your offer. Here is what is next.

A clear offer is the starting line. When you are ready to turn this one page into a course you can actually launch and sell, we built the next step for you.



Turn your offer into a course

Start with the Bingeable Course Blueprint Kit to shape your offer into a real course structure.

Then use Course in a Day to build and launch it fast.

See both and everything available right now at www.wyzcore.com.

This template is genuinely free and complete on its own. The next step is optional, and always your call.

Keep this handy

I help **[WHO]** go from **[PROBLEM]** to **[RESULT]** through **[HOW]**, for **[PRICE]**.
Proof: **[PROOF]**.

Who

Problem

Result

How

Price

Proof

Reuse this structure for every future offer you build.

You knew your craft. Now you know your offer.

One page. One offer. One clear price. That is where every sale starts.

For what is available right now, visit www.wyzcore.com.

Visit now

A WyzLab Studio Original. From Sacrifice to Success. From Local to World-Class.