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FREE WORKBOOK

OFFER BUILDER

The Offer Builder: Hormozi's $100M Offers Method, Step by Step

Turn what you sell into an offer that's hard to refuse, in one sitting. Value equation, problem list, trim and stack, guarantee, name, and a fill-in template with a worked example.

12	54	2026-11
SECTIONS	IDEAS, TOOLS & TEMPLATES	LAST CHECKED



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Tested, not guessed.

INSIDE THIS WORKBOOK

The full process from Alex Hormozi's $100M Offers, turned into steps you fill in for your own business. By the end you have one written offer with named parts, a guarantee, a name and a price you can defend, plus a worked SEO example with real-looking numbers to copy from.

> WHO IT'S FOR
>
> Founders, freelancers and small agencies who keep cutting prices to win customers, or whose offer is just 'my service, per month'.

01 **If you only have 15 minutes**

02 **Step 0: The value equation**
Hormozi's book rests on one formula: value = (dream outcome × how sure they are it'll work) ÷ (time it takes ...

03 **Step 1: Find the dream outcome**

04 **Step 2: List every problem in the way**
Write down every reason they might fail or quit, before, during and after buying. Aim for 15+. Each one is a...

05 **Step 3: Turn each problem into a solution**
Flip every problem into 'How to ... even if ...'. Then decide how you deliver it: done for them, done with them, ...

06 **Step 4: Trim and stack**

07 **Step 5: Add enhancers**
The book covers four ways to make an offer harder to refuse: scarcity, urgency, bonuses and guarantees. On...

08 **Step 6: Pick your guarantee**
The book sorts guarantees into a few kinds. Use this table to choose one you can keep.

09 **Step 7: Name it (the MAGIC formula)**
Hormozi's naming checklist. Use 3–5 of the letters, not always all of them.

10 **Worked example: pricing the offer with numbers**
Illustrative numbers for a made-up SEO freelancer. Swap in your own. The point is to price against the value,...

11 **Your offer template**

12 **Common offer mistakes**

HOW TO USE IT

1

Only 15 minutes? Do the quick start. You'll have a rough offer to test.

2

For the full build, block 60 minutes, pick ONE product or service, and work through Steps 0–7 in order. Write your answers straight into the template.

3

Show the finished offer to 3 real customers before you change your website. Use the mistakes list to check it first.

01

If you only have 15 minutes

1 **Minute 0–3: Write the dream result in the buyer's words**

Not what you do. What they get. 'More patients booking from Google', not 'SEO services'.

2 **Minute 3–8: List 10 reasons they'd say no or quit**

Doubt, time, effort, money, fear of being stuck after paying. Don't filter. Speed matters.

3 **Minute 8–12: Fix the top 3**

For each one, write one thing you'll include that removes it. Give each fix a short name.

4 **Minute 12–15: Add one real guarantee**

Pick the strongest promise you can actually keep. Write it as 'If ___ doesn't happen by ___, then ___.'

02

Step 0: The value equation

Hormozi's book rests on one formula: value = (dream outcome × how sure they are it'll work) ÷ (time it takes × effort it costs them). Value goes up when the top grows and the bottom shrinks.

Part	What it means	Make it...	Question to ask
Dream outcome	The result they actually want	Bigger	What do they want to brag about after?
Perceived likelihood	How sure they are it will work for them	Higher	What proof, guarantee or track record can I show?
Time delay	How long until they see the result	Shorter	What quick win can they get in week one?
Effort and sacrifice	What it costs them in work, pain, change	Smaller	What can I do for them instead of asking them to do it?

03

Step 1: Find the dream outcome

1 **Pick one customer**

One type of buyer with a painful problem and money to spend. The book stresses picking a market that can pay. 'Dentists in one city' beats 'small businesses'.

2 **Write what they want, not what you do**

Not 'blog posts'. 'More patients booking from Google.' Not 'gym access'. 'Lose 10 kg before the wedding.'

3 **Check it in their words**

Read reviews, Reddit threads and sales-call notes. Use the exact phrases they use. Copy them into the template.

04

Step 2: List every problem in the way

Write down every reason they might fail or quit, before, during and after buying. Aim for 15+.

Each one is a reason they say no. Use these five buckets so you don't miss any.

- [ ] **Before buying: 'Will this work for me?' 'I tried before and failed.'**
  Doubt lowers how sure they feel it'll work.

- [ ] **Time: 'I don't have time.' 'It will take forever.'**
  Raises time delay.

- [ ] **Effort: 'I don't know how.' 'It's too hard.'**
  Raises effort and sacrifice.

- [ ] **Money: 'It's expensive.' 'What if I lose money?'**
  Solved later by the guarantee and the price framing.

- [ ] **After buying: 'I'll get stuck and nobody will help.'**
  Fear of being alone after paying.

05

Step 3: Turn each problem into a solution

Flip every problem into 'How to ... even if ...'. Then decide how you deliver it: done for them, done with them, or done by themselves. Done-for-you costs you more but cuts their effort most.

Problem	Solution (how to ... even if ...)	Delivery
No time	How to get results in 20 minutes a day, even if you work long hours	Short sessions, pre-built plan
Don't know what to eat	How to eat right without cooking twice	Meal plan + shopping list
Scared to start	How to begin even if you've failed before	1-on-1 kickoff call, weekly check-in
SEO: no time to write	How to publish weekly even if you hate writing	Done-for-you briefs and drafts
SEO: can't tell if it works	How to see results every month even if you don't read analytics	One-page monthly report with calls and rankings

06

Step 4: Trim and stack

1 **Score each solution**

For each one, rate 1–5: how much value it gives the customer, and how much it costs you to deliver.

2 **Cut the expensive, low-value ones**

Keep high value + low cost. Keep high value + high cost only if it is the core result.

3 **Stack what's left into one offer**

List every component with its own name. A bundle of named pieces feels worth far more than one vague service.

07

Step 5: Add enhancers

The book covers four ways to make an offer harder to refuse: scarcity, urgency, bonuses and guarantees. Only use what is true. Fake limits are a dark pattern and are named in India's 2023 dark-pattern guidelines.

- [ ] **Scarcity: a real limit on spots or units.**
  Only if you truly can't serve more.
- [ ] **Urgency: a real deadline (cohort start, seasonal price, bonus ends).**
  Fake timers destroy trust and can break consumer law.
- [ ] **Bonuses: extra named pieces that solve the next problem they'll hit.**
  Each bonus should answer one objection.
- [ ] **Guarantee: pick a type from the table in Step 6.**
  Removes the risk, so saying no starts to feel like the bigger risk.

08

Step 6: Pick your guarantee

The book sorts guarantees into a few kinds. Use this table to choose one you can keep.

Type	How it works	SEO example	Use it when
Unconditional	Money back, no questions, in a time window	Not happy in 30 days? Full refund.	Your delivery cost is low and most buyers succeed
Conditional	Refund or more work if they did their part and it still didn't work	If you approve every page on time and calls don't rise in 90 days, the next month is free.	Results depend on the buyer doing things
Anti-guarantee	No refunds, and you say why	No refunds: you keep every page we write.	What you deliver can't be returned
Implied / performance	They pay per result or a share of results	₹[X] per qualified lead from Google.	You can track results cleanly and can afford to wait

09

Step 7: Name it (the MAGIC formula)

Hormozi's naming checklist. Use 3–5 of the letters, not always all of them.

Letter	Meaning	Example
M	Make a magnetic reason why (free, new, launch, limited)	Launch
A	Announce who it's for	Local Dentist
G	Give them a goal	Google Patients
I	Indicate a time interval	90-Day
C	Complete with a container word (challenge, sprint, system, blueprint)	Sprint

10

Worked example: pricing the offer with numbers

Illustrative numbers for a made-up SEO freelancer. Swap in your own. The point is to price against the value, not against other freelancers.

Line	Number	How it was worked out
Value of one new patient to the clinic	₹8,000	Clinic's own average first-year spend per patient (ask them)
Extra patients a month from Google (goal)	5	Modest target agreed on the call
Value to the clinic per month	₹40,000	5 × ₹8,000
Old offer: 'SEO, ₹15,000/month'	Hard sell	Compared with other freelancers on price
New offer: 90-Day Dentist Google Patients Sprint	₹20,000/month	Half of the monthly value, with a conditional guarantee
Your cost to deliver	≈ 12 hours/month	Profile rebuild once, 2 pages/month, 1 report
Break-even for the clinic	3 patients/month	₹20,000 ÷ ₹8,000 = 2.5

11

Your offer template

Fill-in offer

WHO: I help _____ (one type of customer)
DREAM OUTCOME: get _____ (result in their words)
IN: _____ (time frame)
EVEN IF: _____ (their biggest doubt)

WHAT YOU GET:
1. _____ (named component) — solves _____
2. _____ (named component) — solves _____
3. _____ (named component) — solves _____
BONUS: _____ — solves _____

GUARANTEE: If _____, then _____.
LIMIT / DEADLINE (only if true): _____
NAME: _____ (MAGIC)
PRICE: _____
VALUE TO THEM PER MONTH: _____ (show your maths)

> If your price feels too high, don't cut it. Go back to Step 2 and solve more problems.

SEO agency example (illustrative)

WHO: I help local dentists
DREAM OUTCOME: get new patients booking from Google
IN: 90 days
EVEN IF: you've paid an SEO agency before and saw nothing

WHAT YOU GET:
1. Google Business Profile rebuild — solves 'nobody finds us on Maps'
2. 8 treatment pages written for you — solves 'no time to write'
3. Monthly call-tracking report — solves 'I can't tell if SEO works'
BONUS: review-request script — solves 'we have few reviews'

GUARANTEE: If you approve pages on time and calls from Google don't go up in 90 days, the next month is free.
NAME: The 90-Day Dentist Google Patients Sprint
PRICE: ₹20,000/month

> An example to copy the shape from. Use your own real guarantee terms.

Copy-paste AI prompt: find the problems you missed

I sell [offer] to [customer]. Their dream outcome is [result].
List 25 reasons this customer might not buy, or might quit after buying. Group them into: doubt, time, effort, money, after-purchase.
For each, suggest one thing I could include to remove it, and say if it's done-for-you, done-with-you or do-it-yourself.
Don't invent statistics or results.

> Use it after you've written your own list, not before. Then cross-check the top 5 with a real customer.

12

Common offer mistakes

- [ ] **You named the offer after what you do ('SEO package').**
  Name it after the result and who it's for.

- [ ] **You cut the price instead of adding value.**
  The book's core argument: raise value until the price feels small.

- [ ] **You stacked bonuses that solve nothing.**
  Every bonus should remove one real objection. Filler makes it look cheap.

- [ ] **Your guarantee is one you can't afford to honour.**
  Run the worst case: if 30% claim it, do you still survive?

- [ ] **You used fake scarcity or a reset-every-day timer.**
  Buyers notice, and false urgency is treated as a dark pattern by India's CCPA.

- [ ] **You picked a market that can't pay.**
  A great offer to people with no budget still doesn't sell.

- [ ] **You never tested it with real buyers.**
  Show it to 3 customers. Watch which line makes them lean in, and which one confuses them.

Sources

Every claim in this Workbook traces back to one of these. Checked 2026-11.

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