

MINAAM'S

Offer Crafting Playbook

Stop tweaking your copy. Your offer just isn't clear enough, yet.

Minaam Mir

Founder Branding Expert

ABOUT ME

Hola, I'm Minaam. You made it till here.



Before I show you how awesome you can become at crafting your offer, I want to share something that'll help you make the most sense out of positioning on LinkedIn.



It's not an Expecto Patronum charm from Harry Potter, too hard to master. I promise.

Crafting an offer and selling it on LinkedIn is just a skill, like writing posts or engaging with your network. You can learn it with the right approach and systems.

And what other platform to be on for your business than LinkedIn?

WHO IS MINAAM?

I'm Minaam, and I build a LinkedIn Leverage System for founders that works even when I, or my clients, are not available.

My USP: Create a real human impact, telling your story and sounding exactly like your best day.

Now let's get right into crafting your very first offer.

THE PROBLEM

Your offer isn't the issue. Your clarity is.

You've tried better hooks, more funnels, shinier copy. Still not converting the way you should be. The frustrating part? Your product is actually good. You know it. But the market doesn't seem to.

Here's what most people get wrong: they think a weak offer is a marketing problem. It's not. It's a clarity problem, and it almost always starts internally, before a single word gets written.

The market doesn't struggle to understand powerful offers. It struggles to trust muddy ones.

Muddy positioning = muddy offers. And muddy offers leak energy, credibility, and clients no matter how much budget you throw at them.

WHAT MOST PEOPLE THINK THEY NEED

- Better copy
- More hooks
- More offers
- More funnels

WHAT THEY ACTUALLY NEED

- Cleaner truth
- Sharper specificity
- Less internal conflict
- A more honest value exchange

This playbook gives you the exact framework to strip the mud away and build an offer so clear, the right people instantly recognise themselves inside it.

FOUNDATION

What an offer actually is (hint: it's not your pricing)

Most people think an offer is a list: pricing, deliverables, bonuses, a promise. That's packaging. The actual offer lives underneath all of that.

THE REAL DEFINITION

A clear transformation, for a specific person, delivered through a believable mechanism, in a way that feels emotionally safe to buy.

If one of those four pieces is weak, your offer leaks. Clarity comes from strengthening all four, not patching one while ignoring the others.

THE 4 FOUNDATIONS

01 WHO IT'S FOR

This is where most offers collapse. The moment you try to speak to everyone, nobody feels seen. Your offer should make someone think: this was made for me, not this could maybe help me. Go beyond demographics. Think identity, season of life, and what they've already tried.

02 THE TRANSFORMATION

Nobody buys modules, calls, or PDFs. They buy movement, from where they are to where they want to be. Define the identity shift, not the feature list. The best offers are emotionally relieving, not just exciting. Relief converts harder than hype.

03 THE MECHANISM

This is what makes your offer unique. It answers: why will THIS work when other things didn't? You don't need a gimmick. Just a clear explanation of why your process creates results. Without this, every offer sounds like every other offer.

04 EMOTIONAL SAFETY

Confused people don't buy premium offers. Clear people do. Your offer must reduce cognitive load, plain language, clear process, grounded expectations. Complexity increases perceived risk. Clarity builds trust.

Define your person before you write a single word

Weak audience definition is the #1 reason good offers die quietly. The more specific you get, the more people feel you're talking directly to them. That's not a paradox, it's how resonance works.

WEAK ✗

- I help entrepreneurs scale.
- Too broad. Zero emotional specificity.

STRONG ✓

- I help experienced coaches simplify into one high-profit offer, without burning out on constant content.

YOUR OFFER SHOULD ANSWER THESE 4 QUESTIONS:

WHO ARE THEY, really?

Not age and job title. Their identity. How do they describe themselves at dinner parties?

WHAT SEASON ARE THEY IN?

Beginning? Scaling fast? Exhausted? Rebuilding from scratch? The season changes everything.

WHAT HAVE THEY ALREADY TRIED?

Someone who's tried 20 strategies needs a completely different offer than a beginner. Honour that history.

WHAT DO THEY SECRETLY FEAR?

This is where buying decisions actually happen. The deeper the truth, the cleaner the positioning.

Build the mechanism. Then make it feel safe.

THE MECHANISM, Why yours works when others didn't

Without a mechanism, your offer sounds like every other offer in your niche. The mechanism answers one question your buyer is already asking in their head: why will THIS be different?

WITHOUT MECHANISM ✗

- I'll help you grow.
- Generic. Forgettable. Trusted by nobody.

WITH MECHANISM ✓

- We simplify your positioning and offer so clients understand your value instantly, and say yes faster.

A strong mechanism does one (or more) of these 5 things:

- Removes noise, simplifies everything the buyer has to think about
- Increases leverage, less effort from them, better output
- Increases speed, gets them to the result faster
- Increases certainty, a clear roadmap, no guessing
- Increases alignment, works with their nature, not against it

EMOTIONAL SAFETY, The most underrated part of offer design

People don't buy when they feel confused, pressured, or inadequate. They buy when they feel seen, safe, and certain. Your entire ecosystem should reduce confusion, not add to it.

1. CLEAR LANGUAGE

If a sharp 14-year-old can't follow it, rewrite it. Jargon adds perceived risk. Plain language builds instant trust.

2. CLEAR PROCESS

Show steps, sequence, structure, not abstract promises. People want to know exactly what happens after they say yes.

3. CLEAR EXPECTATIONS

Don't oversell. Grounded offers convert better. Inflated promises create distrust before the work even starts.

One core transformation. Multiple entry points.

Most people build random offers that feel disconnected. The best businesses have one central transformation with a clean path in and a path deeper. Your offers should feel like a philosophy, not a product catalogue.

ENTRY OFFER

Low friction. Build trust and qualify buyers fast.

Workshop • Audit • Mini intensive • Short program

CORE OFFER

Your main transformation. This is the centerpiece.

Highest leverage • Clearest positioning • Your deepest expertise

PROXIMITY OFFER

Higher access. Higher intimacy. Higher customisation.

Mastermind • Private consulting • Advisory • Retreats

Why most offers fail

TOO BROAD

You tried to include everyone. Nobody felt seen.

TOO COMPLICATED

Too many promises. Too many deliverables. More is not better, clearer is.

MISALIGNED AUDIENCE

Selling advanced solutions to beginners (or the reverse).

SELLING INFO

Information is abundant. Transformation is scarce. Sell the latter.

WEAK CONVICTION

You don't fully believe in your own process. People can feel that.

The offer framework. Simple. Brutal. Effective.

If I had to simplify all of offer crafting into one framework, this is it. Most people focus only on the result. The best offers nail all six.

WHO	The specific person, identity, not demographics
PROBLEM	The specific painful friction they're living with right now
DESIRE	The specific reality they want instead
MECHANISM	Why your approach works when other things haven't
RESULT	The clear, tangible transformation they get
EXPERIENCE	How it FEELS to go through it, buyers now ask what this will cost their nervous system

Is your offer actually clear? Check these:

- ✓ Someone can explain your offer back to you after hearing it once
- ✓ The right people feel immediate relief when they see it
- ✓ You can describe it simply without over-explaining
- ✓ Your content naturally repeats the same themes
- ✓ Your sales conversations are getting shorter
- ✓ Objections are decreasing
- ✓ You've stopped relying on persuasion-heavy tactics

5 things to walk away with

01

Your offer is not your pricing.

It's a clear transformation, for a specific person, through a believable mechanism, that feels safe to buy.

02

Specificity is not limiting, it's magnetic.

The more precisely you describe your person, the more they feel you built this just for them.

03

The mechanism is what separates you from everyone else.

Without it, you sound like your competitors. With it, you become the obvious choice.

04

Relief converts harder than hype.

Most of your buyers are already overwhelmed. Simpler feels safer. Safer gets the yes.

05

A clear offer is subtraction-based.

You don't build clarity by adding more. You build it by removing everything untrue until only the essential remains.

IF THIS HIT DIFFERENT

You don't have a copy problem. You never did.

You had a clarity problem. And now you have the framework to fix it.

The market can feel truth. A crystal clear offer doesn't need to be pushed, it pulls the right people in on its own.

WHERE TO GO FROM HERE

- Build your first draft using the 6-part framework in this playbook.
- Run it through the clarity checklist on page 7.
- If you want eyes on it, I'm on LinkedIn. Drop a DM.

Minaam Mir | Founder Branding & LinkedIn Ghostwriting | [linkedin.com/in/minaammir](https://www.linkedin.com/in/minaammir)

© Minaam Mir. Share it. Don't claim it.