crown jewel marketing

Grand Slam Offer

Give customers a compelling reason to choose your offer.

THE VALUE EQUATION

Perceived Value

=

1 INCREASE

Dream Outcome

Define a specific result customers want.

×

2 INCREASE

Perceived Likelihood of Success

Evidence, credibility + support.

3 SPEED: REDUCE

Time Delay

Deliver meaningful value sooner.

×

4 EASE: REDUCE

Effort & Sacrifice

Reduce the work and complexity customers manage.

COMPLETE THE OFFER

5 Value Stack

Bundle the products, services and deliverables that solve the customer's problem.

6 Risk Reversal

Address hesitation with appropriate guarantees or assurances.

7 Pricing & Positioning

Price for delivered value. Communicate why your offer is different.

A conceptual model for offer design, not a literal financial calculation.

Based on Alex Hormozi's $100M Offers. Crown Jewel Marketing adaptation.