

Service — 14 Offers

The Promise

Promise what you'll do.

PURPOSE

Write down what you'll do for a person, by when and for what price, and what you'll do if you fall short, clearly enough to say yes to in one reading.

The Promise

14 · SERVICE · OFFERS

OWNER _____ FOR _____ PRICE _____ DATE _____ SCORE _____ / 50

1 Ready for an offer

Who, from the Workbench.

SCORE 1 2 3 4 5

2 Who it's for

The hero, in one line.

SCORE 1 2 3 4 5

3 What will happen

To them, in their words.

SCORE 1 2 3 4 5

4 By when

When they'll notice.

SCORE 1 2 3 4 5

5 The price

What it's worth to them.

SCORE 1 2 3 4 5

6 The terms

Simple enough for one reading.

SCORE 1 2 3 4 5

7 If we fall short

What we'll do.

SCORE 1 2 3 4 5

8 The evidence

Why we believe it.

SCORE 1 2 3 4 5

9 Their answer

Yes or not yet, and why.

- [ ] Yes
- [ ] Not yet, because _____
- [ ] Understood in one reading

SCORE 1 2 3 4 5

10 Who keeps the promise

One named person. _____

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

SECTION	WHAT TO DO	1 STARTED	3 GOOD	5 EXCELLENT
1 **Ready for an offer**	Name who the Workbench marked ready.	Someone not asked.	A person marked ready.	A person marked ready with them, with what success means to them.
2 **Who it's for**	Write who it's for in one line.	Everyone.	One kind of person.	One line a person would recognise as about them.
3 **What will happen**	Write what will happen to them, in their words.	A feature list.	A clear outcome.	A clear outcome in their words, taken from the Workbench.
4 **By when**	Write when they'll notice the difference.	Someday.	A date or timeframe.	A specific timeframe they agreed is right.
5 **The price**	Set a fair price: what it's worth to them, not what the market will bear.	A guess.	A price.	A price grounded in what it changes for them.
6 **The terms**	Write the terms simply enough to decide in one reading.	Small print.	Clear terms.	Terms so simple nobody needs to ask a question.
7 **If we fall short**	Write what you'll do if you don't deliver.	Nothing promised.	A clear remedy.	A remedy that costs us something real, so the promise means something.
8 **The evidence**	Write why you believe you can deliver it, from the Workbench and the Simulator.	Hope.	Some evidence.	Evidence from real people who tried it, with sources.
9 **Their answer**	Read it to them. If they need a second reading, simplify it. Write their answer.	Not read to anyone.	Read to them, with their answer.	Understood in one reading, with their answer and why.
10 **Who keeps the promise**	Name the one person who keeps this promise.	The company.	A team.	One named person the customer can reach.