

# Craft Your Offer

## Generate Ideas

Ask Prospects & Clients:

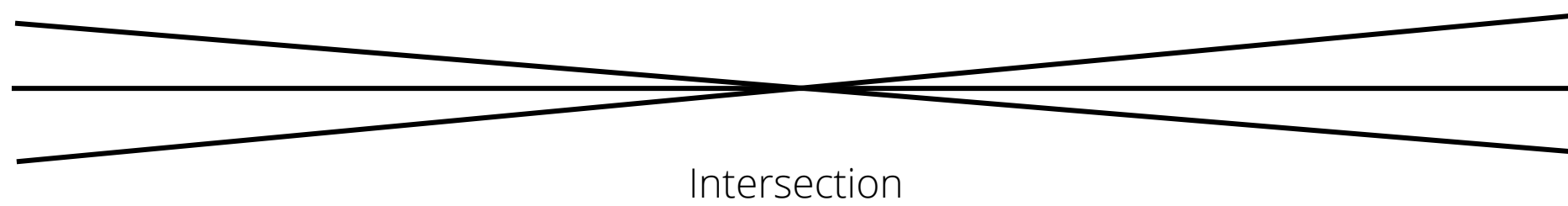
Past Experience:

Recent Interactions:

## Identify Intersections

Business Problems:

Business Problems:



## Stand-Alone vs Knitted

Stand-Alone Business Problems:

Knitted Business Problems:

Action Plan:

Immediate Next Steps:

