The Offer One-Pager Template

Present your offer so premium clients recognize its value at a glance.

A companion to The Offer That Sells Itself session

KAREN CAPPELLO, MCC

karencappello.com

WELCOME

Premium Buyers Purchase Clarity

In corporate, the best proposals fit on a page. Executives decide quickly when the value is unmistakable — and your ideal clients are those same executives. This template gives your new offer a single, elegant page that does the positioning for you.

Use it three ways: send it after an enrollment conversation, attach it to a warm introduction, or keep it beside you on discovery calls so your language stays aligned and confident.

The Seven Elements of an Offer That Sells Itself

1. A results-based title. Name the destination, not the process. Your client buys the outcome.

2. Who it is for. One ideal client, described so precisely they say "that is me."

3. The transformation. The meaningful results of working together — business, financial, and personal.

4. How it works. Three to five simple components. Simplicity creates momentum.

5. Why you. Your corporate-honed expertise, made relevant to their world.

6. The investment. Stated with grace and certainty, framed against the value created.

7. The invitation. One clear next step — a conversation, not a checkout.

As you complete each section, ask yourself: "Would an executive reading only this page clearly understand the value?"

YOUR TEMPLATE

Build Your One-Pager

Results-based title of my offer:

Subtitle — the promise in one felt sentence:

Who this is for — my one ideal client, in their words

The transformation — the meaningful results they can expect

How it works — 3 to 5 components, each with a results-based name

YOUR TEMPLATE, CONTINUED

Positioning, Investment, Invitation

Why me — the experience and excellence I bring to this work

The investment:

Value framing — one sentence connecting investment to outcome:

The invitation — the exact next step and how to take it

Polish Checklist

- [ ] My title names a result my ideal client already wants.
- [ ] Every sentence is short, felt, and free of jargon.
- [ ] The page honors my client's experience — nothing reads as remedial.
- [ ] I can deliver every promise on this page with certainty.
- [ ] There is exactly one invitation, and it is easy to accept.

EXAMPLE

A One-Pager in Action

Here is the structure at work, so you can feel the rhythm before writing your own.

The Executive Edge Leadership Intensive

Step into your next role with presence, clarity, and a promotion-ready story.

Who it is for: Senior directors preparing for VP-level roles who want to lead their candidacy the way they lead their teams — with intention.

The transformation: A clear leadership narrative, executive presence in high-stakes rooms, and a strategic plan for the next role — within 90 days.

How it works: Your Leadership Story Session • The Presence Practicum • Your Promotion Roadmap • Private coaching throughout.

The investment: $9,500 — a fraction of the compensation increase this transition creates.

Your invitation: Reply to schedule your Leadership Strategy Conversation.

Notice what is absent: no lengthy biography, no feature list, no apology. Clarity, confidence, and one graceful invitation. Yours will do the same.

Love and great joy,

Karen