



The Solo Offer Engine

Build the offer. Win the client. Run the work.

A practical operating toolkit for solo service businesses that want a clearer offer, direct sales path, and repeatable delivery rhythm.

INCLUDED SYSTEM

01 WORKBOOK 02 60 PROMPTS 03 10 TEMPLATES
04 5 BLUEPRINTS 05 7-DAY SPRINT

Preview edition · representative excerpts from the included source files

What buyers get

This preview shows the working assets inside the complete package. Each module is an editable Markdown file built to be adapted to your offer and workflow.

01

Offer Forge Workbook

Define buyer, outcome, scope, proof, price logic, sales path, and delivery OS.

02

60 AI Operator Prompts

Pressure-test positioning, draft sales assets, prepare delivery, and run the operator system.

03

10 Client Templates

Adaptable assets for inquiries, calls, scope, kickoff, updates, feedback, change control, and handoff.

04

5 Automation Blueprint Specs

Platform-neutral workflow specifications for lead, proposal, kickoff, pulse, and closeout handoffs.

05

7-Day Build Sprint

A focused sequence for putting one offer, one sales path, and one operating rhythm into use.

What's inside this sample

The full product contains all files listed below. This preview shares selected operational pages—not a replacement for the complete toolkit.

04 **Workbook sample**
Decision Card + Outcome Architecture

05 **Prompt pack sample**
Specific prompts for offer and sales decisions

06 **Client template sample**
Inquiry reply + weekly project signal

07 **Blueprint sample**
New inquiry capture and response queue

08 **7-Day sprint sample**
A focused build plan from signal to shipping

09 **Compatibility + license**
Format, tool assumptions, and permitted use

10 **Start building**
A clear next step for the complete engine

Use this sequence: Decide !' Define !' Design !' Defend !' Deliver.

Start with the decision, not the pitch

Complete the Decision Card before moving to pricing or promotion. If a field remains fuzzy, the offer is not ready to explain or sell.

REPRESENTATIVE PAGE / DECISION CARD

Make the offer visible

Offer name	
Ideal buyer	
Their immediate business problem	
Primary outcome	
Timeframe or delivery window	
Core mechanism	
What is included	
What is explicitly excluded	

OUTCOME ARCHITECTURE / SOURCE EXCERPT

A credible finish line

Buyers do not purchase a list of tasks. They purchase meaningful progress with a believable path.

- ☐ Specific: a buyer can picture the finish line.
- ☐ Relevant: it connects to an active priority.
- ☐ Credible: it reflects your capability and client inputs.
- ☐ Bounded: it does not promise results you cannot control.

By the end of this engagement, you will have [observable asset / decision / system] so you can [business benefit].

Give the work better inputs

The prompt pack turns recurring decisions into structured working sessions. Supply real constraints, examples, and judgment; review every output before using it with a prospect or client.

05 Offer architect

Using this buyer context `[context]`, propose three offer concepts. For each, specify the buyer, trigger, bounded outcome, mechanism, deliverables, exclusions, client inputs, timing assumptions, and likely objections. Do not invent proof or guarantee results.

18 Sales-page spine

Create a one-page sales-page outline for `[offer]`. Include headline, problem, outcome, how it works, scope, who it is for, who it is not for, proof placeholders, FAQ topics, and a single next step. Flag claims that require evidence.

36 Revision triage

Categorize these client comments `[comments]` into in-scope revisions, clarification questions, and potential scope changes. Draft a tactful response for each group.

PROMPT QUALITY CHECK

Use supplied facts · name a real buyer, outcome, and boundary · avoid unsupported claims · edit until it sounds like a capable human.

Client communication with boundaries

Use these as operating assets, not scripts to send untouched. Replace every placeholder, remove anything that is not true for your business, and keep communication in your agreed client channel.

TEMPLATE 1 / INQUIRY REPLY

Qualify without pressure

Thanks for reaching out. I help `[buyer type]` with `[specific outcome]` through `[brief mechanism]`.

Before I recommend a next step, could you share a little more about:

- ☐ What has made this a priority now?
- ☐ What would a useful outcome look like?
- ☐ Is there a timing, decision, or launch date to plan around?
- ☐ Who needs to be involved in the decision?

TEMPLATE 6 / WEEKLY PROGRESS UPDATE

Keep the signal clear

SIGNAL / `[One sentence on the most important movement or decision.]`

WORK COMPLETED / `[completed item]` · `[completed item]`

NEED FROM YOU / `[specific input / approval]` by `[date]`

NEXT / Before the next update, I will `[next action]`. We are currently `[on track / monitoring a dependency]` for `[milestone]`.

Design the handoff. Keep the judgment.

Blueprints are platform-neutral specifications—not imported automations, Zaps, scenarios, integrations, API keys, or preconnected accounts.

BLUEPRINT 1 / NEW INQUIRY CAPTURE AND RESPONSE QUEUE

Purpose: catch new inquiries and create a clear human-owned next step.

TRIGGER

A new inquiry arrives through a form, email inbox, direct message, or referral introduction.

REQUIRED DATA

Name · email or contact method · company · inquiry source · stated problem · timing · consent or policy status if applicable.

ACTIONS

Create a pipeline record; assign an owner; create a response task; add the inquiry to the agreed source of truth; notify the owner in the chosen channel.

EXCEPTIONS

If required contact details are missing, create a follow-up task instead of sending an automated reply. If the inquiry concerns a sensitive or out-of-scope request, flag it for manual review.

HUMAN DECISION RETAINED

The owner decides fit, qualification, message, promises, and whether to respond.

PRE-BUILD CHECK

Run it manually first

Name the owner, test failure paths, document the fallback, and keep a human responsible for judgment-heavy work.

One offer. One sales path. One operating rhythm.

Build for one buyer and one offer first. Make decisions with what you have, use AI to accelerate drafting, and ship the minimum credible version by Day 7.

01

Find the signal

Choose a buyer and costly problem worth solving.

02

Forge the offer

Turn the problem into a bounded, credible outcome.

03

Build the sales spine

Create the assets that move interest to a decision.

04

Install the delivery OS

Make the client experience visible before kickoff.

05

Add proof + leverage

Use truthful proof and standardize repeatable work.

06

Map the handoffs

Design the repetitive admin work for later automation.

07

Ship the engine

Publish or share the offer; set the weekly cadence.

Forge principle: build the asset once; improve the system with evidence.

Know what the engine is—and is not

FORMAT

All included assets are editable Markdown (`.md`) text files. Open them in a Markdown editor, plain-text editor, notes app, or compatible word processor, then copy and adapt the content for your workflow.

TOOL ASSUMPTIONS

The AI prompts work with an AI assistant of your choice; access to any AI service is not included. Make/Zapier materials are written workflow specifications. If you build one, you need your own accounts, apps, permissions, and independent testing.

LICENSE SNAPSHOT

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IMPORTANT

This toolkit provides educational and operational starting points—not legal, tax, financial, employment, privacy, compliance, or professional advice. Use policies, contracts, and workflows that fit your business and location.



THE COMPLETE OPERATING TOOLKIT

Build the offer. Win the client. Run the work.

The Solo Offer Engine includes the full workbook, 60 AI operator prompts, 10 client templates, five workflow specifications, and the complete seven-day build sprint.

READY TO BUILD?

Open the complete product in PromptForge.

promptforge-c6z.madethis.app/products

This preview contains representative excerpts from the included source files. It is intended for evaluation before purchase.