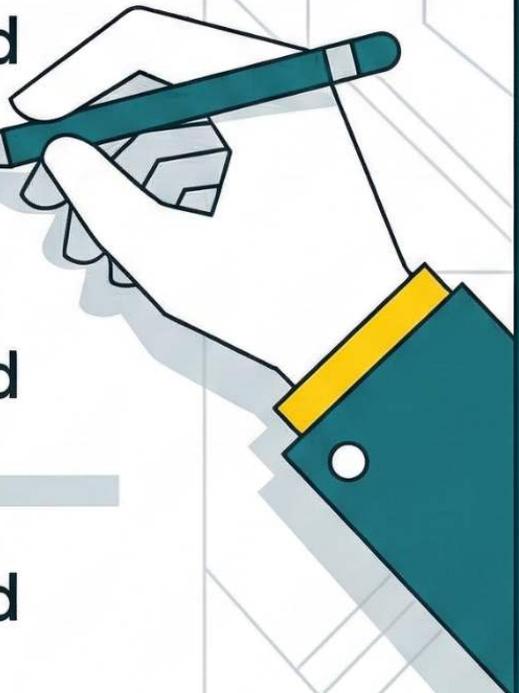# The Offer Debugger

Your 12-Step Diagnostic Checklist to Fix Low-Converting Offers

1. ☑ fixed
2. ☑ checked
3. ? debug
4. ☑ fixed
6. ☑ checked
7. ?
8. ☑ checked
9. bugs
10. ⚙ areas to fix
12.

The Offer Debugger

Your 12-Step Diagnostic Checklist to Fix Low-Converting Offers

When a product doesn't sell, it's rarely because the product itself is "bad." Usually, there is a disconnect between the solution, the audience, and how the two are being introduced.

Use this checklist to audit your offer. Start at Step 1 (the foundation) and work your way down to find the "leak" in your sales funnel.

🔍 Diagnostic 1: Product/Market Fit

The most common reason for failure. Are you solving a problem people actually want solved?

- [ ] **Do they feel urgency?** Is this a "vitamin" (nice to have) or a "painkiller" (must have)?
- [ ] **Have you talked to humans?** Have you had at least 3–5 direct conversations with target customers lately?
- [ ] **Are you guessing or knowing?** Did you build this based on a hunch, or based on specific language used by your audience in surveys or forums?

🛠️ **The Fix:** Run a "Smart Survey" or book 15-minute Zoom calls. Stop guessing and start listening for their biggest struggle.

🔍 Diagnostic 2: Offer Clarity

Confusion is the #1 killer of conversions. If they have to think too hard, they leave.

- [ ] **The "Blink Test":** Can a stranger understand exactly what you're selling and what result they'll get within 5 seconds of landing on the page?
- [ ] **Is it "fluff-free"?** Is the top of your sales page burdened with long stories before explaining the offer?
- [ ] **Is the format obvious?** Is it a course? A PDF? A service? Don't make them hunt for the "what."

🛠️ **The Fix:** Use a simple headline that follows this formula: *"I help [Audience] get [Result] through [Method]."*

🔍 Diagnostic 3: Messaging & Resonance

You might have the right solution, but are you speaking the right language?

- [ ] **Are you using "Ivory Tower" language?** Are you lecturing like an expert rather than empathizing like a peer?
- [ ] **Is it "Generic"?** Are you trying to appeal to everyone and ending up appealing to no one?
- [ ] **Is it from THEIR perspective?** Does the copy focus on their daily frustrations or your

product features?

🛠️ **The Fix:** Use "Mirror Copy." Take exact phrases from customer emails or forum posts and put them in your headlines.

🔍 Diagnostic 4: Visibility & Traffic Intent

Sometimes the offer is perfect, but the room is empty—or full of the wrong people.

- [ ] **Are the numbers there?** Do you have at least 100–500 unique visitors to the sales page?
- [ ] **Is the intent right?** Are you attracting "buyers" or just "browsers"? (e.g., targeting keywords like "free" usually leads to low conversions).
- [ ] **Are you being passive?** Are you waiting for people to find the page, or are you actively driving them there?

🛠️ **The Fix:** Pour on the "fuel." If traffic is high but conversion is zero, check your traffic source. Ensure your ads or social posts match the promise on the page.

🔍 Diagnostic 5: The Trust Gap

People don't buy from strangers. They buy from people they know, like, and trust.

- [ ] **Is there Third-Party Proof?** Do you have testimonials, case studies, or "as seen on" logos?
- [ ] **Is the Risk Reversed?** Do you have a clear, bold guarantee that makes buying a "no-brainer"?
- [ ] **Is it Personal?** Can they see your face? Is there a video or photo that proves a real human is behind this?

🛠️ **The Fix:** Add a "Risk-Free" guarantee or a short "About the Creator" video to the page to build rapport instantly.

🔍 Diagnostic 6: The Price/Value Equation

Price is never the problem; perceived value is.

- [ ] **Is the value "stacked"?** Does the total value of the solution (and bonuses) feel significantly higher than the price tag?
- [ ] **Are you selling speed?** Are you emphasizing how much *time* they will save (the most valuable asset)?
- [ ] **Is the anchor clear?** Have you compared the price to the "cost of doing nothing"?

🛠️ **The Fix:** Add a bonus that specifically helps them get a "Quick Win" or solve the *next* problem they'll face after using your main product.

🔍 Diagnostic 7: Sales Persistence

Did you stop selling before they were ready to buy?

- [ ] **Did you "One-and-Done"?** Did you send one email and hope for the best?
- [ ] **Is the offer in rotation?** Is the product mentioned in your newsletter or blog posts regularly?
- [ ] **Are you afraid to be "salesy"?** Are you holding back because you don't want to annoy people?

🛠️ **The Fix:** Set up an evergreen email sequence. Most sales happen on the 4th, 5th, or 6th touchpoint—not the first.

🔍 Diagnostic 8: The "Work" Friction

Are you selling a solution, or are you selling more work?

- [ ] **Is it overwhelming?** Does your course sound like a 40-hour college semester?
- [ ] **Is it "Thick" vs "Fast"?** Are you bragging about how many videos you have (work) instead of how fast they get the result (value)?
- [ ] **Are there shortcuts?** Do you provide templates, checklists, or "Done-for-you" components?

🛠️ **The Fix:** Reframe your offer. Instead of "10 Modules," call it "The 3-Step Path." Focus on the *shortest* distance to the result.

🔍 Diagnostic 9: Ethical Urgency & Scarcity

Without a reason to buy NOW, people will procrastinate indefinitely.

- [ ] **Is there a deadline?** Is there a clear date when the price goes up or a bonus disappears?
- [ ] **Is there limited capacity?** If it's a service or a group program, do they know how many spots are left?
- [ ] **Is the urgency real?** Avoid "fake" countdown timers; people see right through them.

🛠️ **The Fix:** Add a "Fast-Action Bonus" that is only available for the first 48 hours, or use a closing date for the enrollment period.

🔍 Diagnostic 10: Technical Health & UX

A broken page can't sell, no matter how good the copy is.

- [ ] **Does it load in under 3 seconds?** Use a tool like GTMetrix. If it's slow, people bounce before they see the headline.
- [ ] **Is it Mobile-First?** Open your sales page on your phone. Are the buttons big enough? Is the text readable without zooming?
- [ ] **Are the links working?** Click every single button. Does it actually lead to a working checkout page?

🛠️ **The Fix:** Compress heavy images and test your page on multiple devices. Remove "visual clutter" (meaningless stock photos or too many fonts) that slows the user down.

🔍 Diagnostic 11: Checkout & Action Friction

The harder it is to give you money, the less likely they are to do it.

- [ ] **Too many form fields?** Are you asking for their phone number, address, and mother's maiden name just to sell a PDF?
- [ ] **Guest Checkout?** Do they have to create an account and verify an email just to buy? (This kills conversions).
- [ ] **Is the CTA Clear?** Is your button copy vague ("Submit") or benefit-driven ("Get Instant Access")?

🛠️ **The Fix:** Reduce form fields to the bare minimum. Use "One-Click" payment options like Apple Pay, Google Pay, or PayPal.

🔍 Diagnostic 12: Decision Fatigue

Too many choices leads to "No choice."

- [ ] **Are there too many tiers?** Having 4+ pricing options often confuses the buyer.
- [ ] **Are bonuses distracting?** Do your bonuses feel like random "stuff" rather than tools to help them reach the goal?
- [ ] **Is there a clear "Best Value"?** If you have tiers, is one clearly highlighted as the "Most Popular"?

🛠️ **The Fix:** Limit yourself to 2 or 3 tiers max. Explicitly state who each tier is for (e.g., "The Solo Plan" vs "The Team Plan").

💡 Final Thought: Focus on Humans, Not Hacks

If your offer isn't selling, don't just change the button color or lower the price. Look at the alignment. When you align a **genuine solution** with the **specific language** of a **targeted audience** who **trusts you**, sales become inevitable.

Need more help debugging your site?

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