

MoneyOnlineers

MAKE MONEY ONLINE ACADEMY

Module 3 – Building Your First Income Stream

Lesson 20: Creating Your First Online Offer

Workbook ID: MMOA-M3-L20

Student Information

Student Name: _____

Email: _____

Date Started: _____

Date Completed: _____

Instructor: _____

Welcome

This lesson helps you create your first online offer by defining the value you provide, the audience you serve, and the problem you solve.

Learning Objectives

- Understand what an online offer is.
- Identify your target audience.
- Define the problem you solve.
- Create a simple offer statement.
- Prepare for Lesson 21.

Lesson Summary

An online offer is the product or service you present to potential customers. A strong offer clearly explains who it is for, the problem it solves, the value it provides, and why someone should choose it.

Knowledge Check

1. What is an online offer?

2. Who is your target audience?

3. What problem will your offer solve?

Practical Exercise

- Identify your audience
- Write one offer statement
- List three benefits
- Choose a price or pricing idea
- Ask someone for feedback

My Online Offer

My product or service:

My ideal customer:

Main benefit:

Action Plan

- Complete Lesson 20
- Finalize my first offer
- Improve my description
- Share it with one person for feedback
- Continue to Lesson 21

Reflection Journal

What makes your offer valuable?

How could you improve it?

Homework

- Refine your offer.
- Compare it with three competitors.
- Prepare for Lesson 21.

Progress Tracker

- Lessons 1–20 Completed

Academy Progress: 20 / 40 Lessons

Next Lesson

Lesson 21: Finding Your First Online Opportunity

Certificate

This certifies that

has successfully completed Lesson 20: Creating Your First Online Offer.

Date: _____