DIGITAL INCOME SOUTH AFRICA

Your First Online Offer Checklist

A practical worksheet for South Africans who want to turn one useful skill, idea, service, or resource into a clear first offer.

THE GOAL

Finish this checklist with one small offer you can explain in one sentence, show to relevant people, and improve from real feedback.

The start-small rule

Your first offer does not need to be a complete business. It needs to solve one clear problem for one clear type of person.

Before you begin

- [ ] I will choose one starting offer rather than trying to sell everything.
- [ ] I will begin with a problem I understand, not a product format I merely like.
- [ ] I will keep the first version small enough to create and deliver confidently.
- [ ] I will test the offer with relevant people before investing heavily.
- [ ] I will treat questions, silence, and objections as information, not failure.

YOUR WORKING IDEA

What useful thing are you considering selling online?

Use a pen or type brief notes after printing. Do not wait for perfect answers.

STEP 1 - FIND WHAT YOU CAN OFFER

Start with what you already know

Look for useful abilities, experience, knowledge, and resources that can solve a real problem. Ordinary workplace skills can become strong first offers.

- [ ] Past jobs: Tasks I completed well
- [ ] Current skills: Things I can deliver confidently
- [ ] Repeated help: Things people already ask me to do
- [ ] Tools: Software or platforms I know how to use
- [ ] Documents: Files, templates, or guides I can create
- [ ] Processes: Steps I can explain or improve
- [ ] Experience: Mistakes I can help someone avoid

My three strongest possibilities

Choose one offer type

☐ **Online service** A useful task completed for a person or business.	☐ **Freelance skill** A defined output such as writing, design, editing, or research.
☐ **Digital product** A reusable checklist, template, guide, worksheet, or toolkit.	☐ **Knowledge offer** A consultation, practical session, workshop, or beginner lesson.
☐ **Content-supported offer** Helpful content linked to a service, product, or recommendation.	

MY CHOSEN STARTING POINT

The offer type I will explore first is: _____

STEP 2 - MAKE THE OFFER CLEAR

Build your one-sentence offer

A clear offer names the buyer, problem, deliverable, benefit, and next step.

1. Who is it for?

The specific person or buyer I understand:

2. What is the problem?

The clear need, frustration, or task I can help with:

3. What will they receive?

The service, document, resource, session, or result:

4. How will it help?

The practical benefit or improvement:

5. What is the next step?

How they enquire, book, download, or buy:

SIMPLE OFFER FORMULA

I help [specific person] solve [specific problem] by providing [specific service, product, or resource], so they can [clear benefit].

Write your offer in one sentence

Clarity check

- [ ] A stranger can understand who this is for.
- [ ] The problem is specific enough to recognise.
- [ ] The buyer knows exactly what they receive.
- [ ] The promise is realistic and within my control.
- [ ] I can deliver the first version confidently.

STEP 3 - TEST BEFORE YOU BUILD BIG

Prepare a small, low-risk test

The purpose of the first test is to collect a real signal, not to create a perfect launch.

Decision	My answer
Smallest useful version	_____
Delivery method	_____
Time needed to deliver	_____
Test price or paid pilot	R _____
5-10 relevant people to reach	_____
Channel	LinkedIn / WhatsApp / Facebook / Email / Other

Before sharing the offer

- [ ] I have one simple sample, description, or example to show.
- [ ] I know which replies, clicks, downloads, questions, or enquiries I will track.
- [ ] I will ask what feels unclear instead of defending the offer.
- [ ] I am ready to improve the wording after feedback.
- [ ] I will test a small paid version when there is genuine interest.

Signals received

- [ ] Attention: someone viewed, clicked, read, saved, or downloaded.
- [ ] Engagement: someone replied, commented, or asked a question.
- [ ] Intent: someone asked about price, delivery, or availability.
- [ ] Payment: someone bought, booked, or accepted a paid pilot.

MY NEXT DECISION

Continue / Improve / Simplify / Change the buyer / Pause / Stop

Your first online offer does not need to impress everyone. It needs to help one clear type of person solve one clear problem.

Educational resource from GigsZA. Online income is not guaranteed. Results depend on demand, skills, pricing, costs, marketing, and execution.