FREE MEMBER RESOURCE

A 7-DAY PLAYBOOK

The Micro-Offer Creation Process

Turn what your agency already builds in HighLevel into a low-ticket offer that wins clients — in one week.

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INTRODUCTION

Your agency is sitting on offers you haven’t packaged yet

You already build things clients pay for — workflows, funnels, automations, snapshots. The problem is how you sell them. Most agencies pitch one thing: a full retainer. That's a big ask for a cold lead, so deals stall, sales cycles drag and your pipeline depends on referrals.

A micro-offer fixes the front of that funnel. It's a small, specific, low-ticket offer — usually $97–$497 — that solves one clear problem for a client using tools you already have in HighLevel. A missed-call text back install. A review engine setup. A database reactivation campaign. A paid audit.

Micro-offers work because they're an easy yes. A business owner who won't sign a $1,500/month retainer from a cold email will happily pay $297 to stop losing leads this week. And a buyer who gets a fast, visible result is 10x easier to move onto a retainer than a stranger.

Over the next seven days you'll move through a structured process to:

- → Find the valuable builds already sitting in your sub-accounts
- → Pick one problem worth charging for
- → Package it in a format you can deliver without scope creep
- → Price it on value, not hours
- → Validate it with real buyers before you finish building
- → Launch it with the tools already in your HighLevel account

HOW TO USE THIS PLAYBOOK

Each day takes 60–90 minutes of focused work. Every day has worksheets — print this guide and fill them in, or copy them into a doc. Don't skip ahead: each day's output feeds the next.

The seven days at a glance

- 01 Audit what you’ve already built
- 02 Define your one-problem offer
- 03 Choose your offer format
- 04 Build the minimum viable offer
- 05 Price it on value
- 06 Validate before you finish
- 07 Finalize and launch

DAY 01

Audit what you’ve already built

The first challenge is recognizing what you actually know. Agency operators suffer from expertise blindness — the builds you knock out between client calls have become so routine you no longer see their value. The workflow you consider "basic setup" is the exact thing a local business has been losing money without for years.

Step 1: Walk your sub-accounts

Open your agency account and go client by client through the last 90 days. You're looking for builds that moved a number: workflows that recovered leads, funnels that converted, campaigns that reactivated dead lists, automations that saved a client hours every week.

WORKSHEET **Build inventory**

BUILD	PROBLEM IT SOLVED	RESULT FOR THE CLIENT

Step 2: Mine the questions people already ask you

The questions clients and peers keep asking reveal the expertise they already value. This is market validation happening in real time. Review your onboarding calls, support threads, Facebook groups and community DMs. Watch for every "can you also set up...?" and "how did you do that?"

WORKSHEET **Question collection**

List every request for help from the past 30 days. Circle the ones that appear more than once.

Step 3: Find your easy-button skills

Your most marketable expertise is whatever feels easy to you but hard for everyone else. Complete each sentence, then rate the skill 1–5, where 5 means you have expertise most agencies don't.

WORKSHEET **Easy-button inventory**

"I don't get why clients struggle with ________"	1 2 3 4 5
"People always compliment my ________"	1 2 3 4 5
"Other agency owners ask me to help them ________"	1 2 3 4 5
"I could build ________ in my sleep"	1 2 3 4 5

DAY 1 OUTPUT

- [ ] An inventory of builds that got clients results
- [ ] A list of questions people keep asking you
- [ ] Your easy-button skills, rated
- [ ] The top 3 areas where your expertise is strong and repeatedly requested

FIELD NOTE

Sarah runs a six-client agency and didn't think she had anything worth productizing. Her audit surfaced the same pattern on every intake call: clients asking how to get more Google reviews. The review-request workflow she considered basic setup — a form, a workflow and two SMS templates — became her first micro-offer.

DAY 02

Define your one-problem offer

The most successful micro-offers don't try to solve everything — they fix one clear pain point exceptionally well. Today you narrow your Day 1 inventory down to a single problem worth charging for.

Step 1: Extract problem patterns

Review your build inventory and question list. Group similar problems, count how often each appears and rank them from most to least frequent. Missed calls, no follow-up, dead lead lists, no reviews, no-show appointments — the classics show up for a reason.

Step 2: Apply the transformation test

Clients don't buy workflows — they buy outcomes. For each of your top problems, spell out the before state, the after state and what that change is worth.

WORKSHEET **Before/after matrix**

PROBLEM	BEFORE STATE	AFTER STATE	WHAT IT'S WORTH
Example: missed calls	*Leads call, nobody answers, they book the competitor*	*Every missed call gets an instant text; leads stay in play*	*2–5 recovered jobs a month*

Step 3: Run the feasibility checklist

Not every problem makes a good micro-offer. Score your top 3 problems — the one with the most yes answers wins.

WORKSHEET **Feasibility checklist**

- [ ] Can the client see a meaningful result within 30 days?
- [ ] Can you deliver it in a fixed scope, without ongoing management?
- [ ] Have you already solved this for at least one real client?
- [ ] Does solving it produce a number the client can see in their dashboard?
- [ ] Are businesses actively looking for this fix right now?

DAY 2 OUTPUT — YOUR ONE-PROBLEM STATEMENT

"My offer helps __________ fix __________ so they can __________."

Example: "My offer helps home-service businesses fix missed calls so they can stop losing jobs to whoever answers first."

FIELD NOTE

Mark had three candidates from his audit: appointment reminders, database reactivation and missed-call text back. Reactivation had the biggest wow factor, but missed-call text back scored highest on feasibility — 20-minute install, instant visible result, every contractor wants it. His statement: "My offer helps plumbing companies fix missed calls so they never lose an emergency job to voicemail."

DAY 03

Choose your offer format

With the problem defined, pick the right package for the solution. For agencies, the format question is really a delivery question: how much of your time does each sale consume, and how much of it can HighLevel automate?

Step 1: Match problem to format

IF THE PROBLEM NEEDS…	CONSIDER THIS FORMAT	YOUR TIME PER SALE
A repeatable install	Snapshot setup — build once, deploy per client	1–3 hours
A diagnosis first	Paid audit with a scored report and fix list	2–4 hours
A deep fix in one sitting	VIP day or half-day intensive	4–8 hours
The client to learn it	Live workshop or recorded mini-course	Fixed, amortized
Ready-to-use assets	Template pack — emails, funnels, scripts	Near zero
A defined outcome fast	Productized sprint — e.g. "reactivation campaign in 7 days"	Scoped block

Selling to other agencies instead of local businesses? The same table applies — your snapshot itself becomes the product, sold with documentation and a walkthrough.

Step 2: Be honest about your delivery capability

Rate your ability to produce each format well in a week, 1–5. Only pick a format you'd rate 4 or 5 — quality beats novelty.

WORKSHEET **Capability check**

Snapshot builds and installs	1 2 3 4 5
Audits and reporting	1 2 3 4 5
Live delivery (VIP days, workshops)	1 2 3 4 5
Recorded video training	1 2 3 4 5
Written guides and SOPs	1 2 3 4 5
Template and asset packs	1 2 3 4 5

Step 3: Consider how your buyers want it delivered

A roofing company owner won't watch a course — they want it done for them. A solo real-estate agent might prefer templates they control. Ask: do your buyers want done-for-you, done-with-you or do-it-yourself? Where will they be when they use it — in the field or at a desk? How technical are they?

DAY 3 OUTPUT — FORMAT DECISION

Problem I'm solving: ____________________

Format: ____________________

Scope (what's in, what's out): ____________________

Key components: ____________________

FIELD NOTE

Lisa's problem was inconsistent social posting for boutique fitness studios. She packaged a 30-day content calendar as a snapshot — pre-loaded posts in the social planner, a fill-in-the-blank content bank and a 15-minute Loom showing the studio owner how to swap in their own photos. Install time per client: about an hour.

DAY 04

Build the minimum viable offer

Today you build the simplest version that still delivers the result. Perfectionism kills launches — aim for "good enough to solve the problem", not perfect. You'll polish after validation, when you know what buyers actually care about.

Step 1: Define the core, cut the rest

WORKSHEET **Core solution definition**

Must have to solve the problem	Nice to have — save for v2

Step 2: Build fast, snapshot first

Build once in a clean sub-account. Spin up a template sub-account and build the whole thing there — workflows, funnels, forms, custom values for anything client-specific. Save it as a snapshot. Every future sale becomes a deploy, not a rebuild.

Talk-and-transcribe your SOPs. Writing slows most operators down. Record a Loom of yourself doing the install and explaining each step, then turn the transcript into your written SOP and client instructions.

Time-box every component. 30–60 minutes per piece. Set a timer, move on when it rings — even if it's not perfect. A shipped 80% beats an unshipped 100%.

Step 3: Make the instructions idiot-proof

The gap between a good micro-offer and a great one is usually clarity. For everything the client touches: write steps as if they've never seen HighLevel, show an example for anything complex, explain why each step matters and use numbered visual cues in your Looms.

DAY 4 OUTPUT

- [ ] The core build, working in a template sub-account (saved as a snapshot if applicable)
- [ ] A delivery SOP so the install is repeatable
- [ ] Client-facing instructions or a walkthrough video
- [ ] One example or demo showing the result

FIELD NOTE

James built his missed-call text back offer in five hours: one workflow, two SMS templates with custom values, a settings checklist and a 10-minute Loom. No sales page yet, no logo, no course portal. That build has since been installed for 14 clients — and six became retainer accounts.

DAY 05

Price it on value

Pricing is where most agencies stumble — they price on hours instead of outcomes. A 20-minute install that recovers two jobs a month for a plumber isn't a 20-minute product. Today you find the price that reflects the value while staying an easy yes.

Step 1: Run the value equation

WORKSHEET **Value equation**

What does this problem cost the client per month? ____________________

What is one recovered lead, job or booking worth? ____________________

What would they pay to make the problem disappear? ____________________

Step 2: Apply the discovery-call test

Imagine a business owner books a call and asks you to walk them through fixing this exact problem. You spend 30 minutes giving them the full solution. What would feel fair to charge for that call? Your micro-offer should sit near that number — it delivers the same value, plus the done-for-you execution.

Step 3: Research comparable offers

Check what other agencies charge for similar installs, audits and sprints — marketplace listings, community threads and competitor sites. Record 3–5 comparables: format, price and what's included. You're looking for the range, not a rule.

Step 4: Bracket your price

WORKSHEET **Price bracketing**

Too low (feels cheap, attracts tire-kickers): $ ____________________

Uncomfortably high: $ ____________________

Testing price (between the two, nearer the top): $ ____________________

PRICING GUARDRAILS FOR AGENCY MICRO-OFFERS

$97–$197 — templates, audits and self-serve assets; cold or small warm lists

$197–$497 — done-for-you installs and sprints; the sweet spot for most first micro-offers

$497–$997 — VIP days and intensives; viable once you have testimonials and a warm audience

Remember the goal: an easy yes that starts a relationship. The retainer behind it is where the real revenue lives.

DAY 5 OUTPUT — PRICING DECISION

Initial testing price: $ ____________________

Why this price: ____________________

"It's worth it because it ____________________ "

FIELD NOTE

Dana priced her review engine install by the value equation: her dental clients quoted a new patient at $600+ lifetime value, and better reviews demonstrably lift call volume. Comparables ranged $150–$500. She launched at $297 — high enough to signal quality, low enough that no practice owner needed a meeting to approve it.

DAY 06

Validate before you finish

Day 6 is the one most agencies skip — and the one that guarantees you're building something people will actually pay for. You validate by selling before you polish, not after.

Step 1: Create your validation assets

WORKSHEET **Minimum viable marketing**

Offer name (benefit-first, 10 words max): ____________________

The problem, in one sentence: ____________________

3 concrete outcomes the buyer gets: ____________________

Why your solution is different: ____________________

Delivery timeline after purchase: ____________________

Step 2: Pick your validation method

METHOD	SETUP TIME	CONFIDENCE	BEST FOR
Pre-selling	1–2 days	**Highest**	Proving actual buying intent
Survey (GHL form)	3–5 hours	Medium	Gathering feature and pricing signals
Social poll	30 minutes	Lower	Quick interest checks

Step 3: Run the pre-sell

Pre-selling is the strongest signal, and you already own the tooling: build a one-page funnel in HighLevel with your validation assets, add an order form and set delivery expectations of 2–4 weeks. Then go direct — message the 15–20 warmest contacts you have: past clients, leads that didn't close, peers in your niche and your community. Track every conversation, question and payment.

If you'd rather survey first, build a quick GHL form asking: how painful is this problem, 1–5? What have you tried? What would make this worth buying today? What price feels fair? Send it to 20–30 people in your target niche and look for patterns — especially around willingness to pay.

Step 4: Read the results honestly

- [ ] **Purchases** — did anyone actually pay? Money is the only vote that counts double.
- [ ] **Intent** — did people say they'd buy, or ask when it's available?
- [ ] **Problem confirmation** — did they confirm this pain is real and current?
- [ ] **Feature signals** — what did they ask about that you hadn't planned to include?
- [ ] **Price reaction** — instant yes (too low), considered yes (right) or polite silence (too high or wrong problem)?

DAY 6 OUTPUT

- [ ] Validation method run and results recorded
- [ ] Key insights from buyer conversations
- [ ] A short list of improvements buyers actually asked for
- [ ] A clear call: proceed, pivot or shelve

FIELD NOTE

Carlos pre-sold his database reactivation sprint at $197 with delivery in three weeks. He messaged 18 warm contacts: five paid immediately, three asked detailed questions about SMS compliance. A 28% conversion confirmed the offer — and the compliance questions told him exactly what to add to the SOP before delivery.

DAY 07

Finalize and launch

The final day is polish and go: fold in what validation taught you, wire up delivery so it runs itself and launch to your warm audience.

Step 1: Triage the feedback

List everything you heard during validation and sort it three ways: must-have (essential to solving the core problem — do now), nice-to-have (add if time permits) and version 2 (park it). Resist the urge to promote v2 items — scope creep on day 7 is how launches slip to day 70.

Step 2: Wire up delivery in HighLevel

CHECKLIST **Delivery system**

- [ ] Funnel page with order form and payment connected (Stripe or PayPal)
- [ ] Purchase workflow: tag the buyer, send the welcome email, fire your internal task
- [ ] Onboarding form collecting everything you need to deliver (access, branding, numbers)
- [ ] Calendar link for the kickoff or handoff call, with reminders automated
- [ ] Support channel stated in the welcome email — and a review request queued for after delivery

Step 3: Run a simple launch sequence

Pre-launch (2–3 pieces of content). Problem-focused posts that show you understand the pain, a behind-the-scenes look at the build and a teaser of the result. Schedule them from the social planner.

Announcement. One clear email and post: the problem, the outcome, proof from pre-sale buyers if you have it and a link to buy. One CTA, no hedging.

Follow-ups (2–3 touches). Answer the common questions, spotlight one specific feature and close with honest urgency if you have real scarcity — install slots, not fake timers.

Step 4: Set success metrics before you launch

WORKSHEET **Success metrics**

Sales target for the first launch: ____________________

Revenue goal: $ ____________________

Testimonials or case studies to capture: ____________________

Buyers to invite into a retainer conversation: ____________________

That last line is the point of the whole exercise. Every micro-offer buyer is a warm, paying client who has seen you deliver. Two weeks after delivery, book a results call — show them the number that moved and what you'd fix next. That's your retainer pitch, and it closes at rates cold outreach never will.

DAY 7 OUTPUT

- [ ] Final offer with must-have feedback folded in
- [ ] Delivery automation tested end to end with a $0 test order
- [ ] Launch content written and scheduled
- [ ] Success metrics on paper, including the retainer follow-up plan

FIELD NOTE

Tanya finalized her missed-call text back offer with two additions her pre-sale buyers requested — a Google Business Profile call-tracking setting and a weekly recap email. Delivery runs on an order form, a purchase workflow and an onboarding form; her only manual step is the 20-minute install. Launch was three posts and one email to 240 contacts. Nine sales, four retainer conversations booked.

BEFORE YOU OBJECT

Common questions

”What if my first offer doesn’t sell?”

Even a flat launch is data. Analyze what didn't land, ask your warm contacts why they passed and adjust the problem, the price or the pitch. Most agencies with a winning micro-offer had a quiet first launch — the framework is reusable, the lesson compounds.

”How do I know if my price is right?”

Watch the buying behavior. Instant, effortless yeses mean you're too low. Interested questions but no payments mean too high — or the wrong problem. The sweet spot is where buyers pause, think and still pay.

”Cheaper and more sales, or premium and fewer?”

For your first micro-offer, optimize conversion over revenue. A lower price that converts builds your buyer list, generates testimonials and fills your retainer pipeline. Raise prices on offer two, with proof in hand.

”Other agencies already sell this. Why bother?”

Competition is validation — it proves businesses pay for this fix. You're not competing with every agency on the internet; you're competing for the trust of your niche and your list. Your delivery, your niche focus and your proof are the differentiators.

”How much time should I spend on design and polish?”

Less than you think. For micro-offers, the result trumps the packaging. A working install with a clear Loom beats a beautiful course portal that ships a month late. Invest in polish when the offer has proven it sells.

”Won’t a cheap offer devalue my retainer work?”

No — it demonstrates it. A micro-offer is a paid trial of working with you. Deliver a visible result in days and the $1,500/month conversation stops being a leap of faith. Just keep the scope tight so the offer stays profitable.

CONCLUSION

From builds to buyers in seven days

You've now got a complete path from the expertise sitting in your sub-accounts to a validated, launched micro-offer. No massive audience required, no six-week course build, no new tools — just a sharper way to package what your agency already does.

The micro-offer approach works because it:

- → Solves one specific problem exceptionally well
- → Validates demand with real money before you finish building
- → Reuses builds you've already proven with clients
- → Prices on value instead of hours
- → Feeds your retainer pipeline with warm, paying buyers

Your first micro-offer is the beginning, not the goal. Each launch teaches you what your niche values, how they buy and what they'll pay — and every install sharpens the snapshot behind it. That compounding is worth more than the first week's revenue.

CHECKLIST **Your 7-day action plan**

- [ ] DAY 01 Audit your sub-accounts, questions and easy-button skills
- [ ] DAY 02 Write your one-problem statement
- [ ] DAY 03 Choose the format and outline the scope
- [ ] DAY 04 Build the minimum viable offer in a template sub-account
- [ ] DAY 05 Price it with the value equation and discovery-call test
- [ ] DAY 06 Validate by pre-selling to 15–20 warm contacts
- [ ] DAY 07 Wire up delivery, launch and book the retainer follow-ups

The most important step is the first one. Plenty of agencies never productize because they're waiting for the perfect offer, the bigger list or the quiet week that never comes. Start the audit today — your expertise is valuable, and in seven days it can be earning.

KEEP GOING WITH NEXUS HUB

Don’t build your next offer alone

Nexus Hub is the community for HighLevel agencies ready to scale, optimize and connect. Bring your micro-offer to a weekly Q&A and leave with a plan.

01 Weekly Q&A sessions with operators who've already solved your problem

02 Exclusive snapshots and templates — including launch-ready funnel builds

03 Premium partner deals on the tools your agency runs on

04 A private community of 500+ agencies scaling on HighLevel

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Written by Charles Higgins, founder of Nexus Hub

WHERE HIGHLEVEL AGENCIES GET UNSTUCK.