modus.

FREE GUIDE · AI 100 · PIECE 4 OF 12

Your offer.

Five prompts. Three documents. One number. Price what you sell, count what you give away, write the offer in one line, and let the AI argue with it before a customer does.

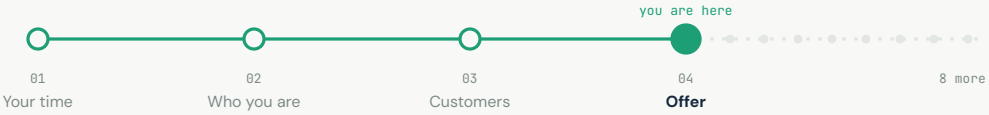


A STEP-BY-STEP PACK FOR OWNERS
ABOUT AN HOUR AND A HALF · NOTHING TO INSTALL · NOTHING TO PAY

MODUSAI.CA

WHY THIS PIECE

Your file describes the business. This is where it starts selling it.



Why it exists

Where your time goes, Who you are and Your ideal customer wrote down where your week goes, who you are, and who you're for. None of that sells anything yet. It can't, until there's a price on it and a sentence someone would actually say yes to.

That's also where AI goes wrong. Ask it to write your website, a quote email or a post, and it can describe you well enough from the documents you've built. The moment it has to say what you sell and what it costs, it guesses. A guessed price either sells you short or promises something you don't do, at a number you've never charged.

What it does for you

There's work that happens on every job and never reaches an invoice. You'll add it up in one sitting, from your own numbers.

You get what you sell in one sentence. One you can say on the phone without wincing, and one the AI can write from without inventing a price.

And you practise the price conversation before a customer, not during one. The assistant plays the customer who thinks you're too expensive, and it keeps going after your first answer.

The frame of mind to run it in

Read your prices like they're somebody else's. You're not here to decide whether they're right. Nothing in this piece can tell you that, and the prompts forbid the assistant from trying. You're here to find out what they actually are, including the ones you've never written down and the ones you quietly stopped charging.

Rough and true beats exact and flattering. Have last month's invoices open. Memory rounds in your favour.

Expect one number you won't like and one answer you can't defend. That's what the piece is for. Better at the kitchen table on a Sunday than on the phone on Thursday.

Give it an hour and a half with nothing else going on. Not between two jobs, and not the day you lost a quote on price.

What you'll have afterwards

Three documents. The objections go in your pocket for the next quote call, the day you finish. The other two sit in your folder, so the next time AI writes anything about your business it works from your real prices and your real offer instead of making them up.

It also sets up the next piece, Your market, which looks at what others charge. You can't compare a price you've never written down.

TWO WAYS TO DO THIS

Two ways to do this.

You can just ask. "Help me write my offer" gets you something. Usually it's a slogan: a verb, a benefit, and the word "solutions". It reads fine, and it tells a customer neither what they get nor what it costs.

Or start from these. They begin with what you actually charged on real jobs, and with the work you do for free without ever putting it on an invoice. The one-line offer comes last, built out of that. Then the assistant argues with it before you're allowed to keep it.

Use them as a floor. Add your own questions. If one doesn't fit your trade, skip it and say why in the document.

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HAVE THIS IN FRONT OF YOU FIRST

Have this in front of you first.

Your what-you-sell.md from Who you are.
This piece prices that list. If you haven't built it, start there. It takes about an hour.

Your ideal-customer.md and not-for.md from Your ideal customer,
if you did them. The offer gets written for the customer in that document, not for everyone.

Your your-proof.md from Who you are.
Every claim in your one-line offer needs something behind it, and that's where it lives.

Last month's invoices, or your last ten quotes.
Real numbers beat remembered ones. Rough is fine, and "I don't know" is fine too. The document will say so.

RUNNING ORDER

Prompts 01 and 02 in one sitting, about 40 minutes. They build one document, and 02 is the one that gives you the number. Take a break. Then 03, 04 and 05, about 45 minutes, in that order: you write the line, then you defend it, then you score it.

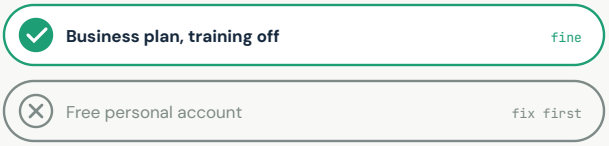


BEFORE YOU PASTE YOUR PRICES

This piece is about your money.

Your ideal customer was about other people's information. This one is about yours, and your price list is the most commercially sensitive thing in the whole folder.

Use a business account where your conversations aren't used to train the model: a business plan, or training switched off in the settings. **Check it before you start, not after.** Which plan does what, side by side: **modusai.ca/en/resources/choosing-ai**.



> **On a free personal account, your prices, your margins and what you give away are the last things that should go in.** Fix the account first. The rest of this piece will still be here.

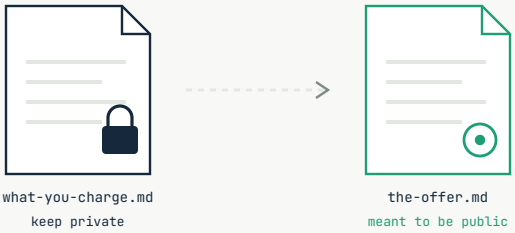
FINE TO USE	KEEP OUT
Your own prices, rates, and what a job billed	A customer's signed quote, or a price you agreed to keep private
Your rough margin, your time, your costs	Anything from a supplier agreement with a confidentiality clause
What you give away, and what it costs you	A competitor's quote a customer forwarded you
Your own discounting habits, honestly	Your banking, your lender's terms, your accountant's file

Same ladder as modusai.ca/en/resources/how-much-to-tell-ai, applied to your own money instead of someone else's name.

BEFORE YOU PASTE YOUR PRICES

The one document to be careful with.

what-you-charge.md tells a competitor exactly how to undercut you, and tells a customer exactly where you have room. Keep it in the folder with the others, don't forward it, and don't hand it to anyone who hasn't signed something.



The lines in the-offer.md are meant to be public. The document behind them isn't.

Where your documents live.

The AI provider decides where it keeps your conversations, and nobody can promise that on its behalf. What you control is your own files. Keep the documents you build here in cloud storage located in the country where your business operates, and keep a backup.

PRO TIP · NDAS

Quoting for a customer who had you sign a non-disclosure agreement? Run it past the AI before their job goes anywhere near these prompts. Paste the NDA into your business account and ask:

```
List everything this agreement says I can't share, with whom, and for how long. Quote the clauses.
```

Then keep to it. The AI gives you a first read, not a legal opinion, and if the NDA says no, the answer is no.

PROMPT 00

The rules every prompt starts with.

Every prompt in this pack already contains this block, so you can paste any one of them on its own. It's printed here once so you know why each line is there.

```
You are going to interview me to build one document about my business. I am the owner. I am not going to fill in a form:
you ask, I answer out loud, you write.

Rules for this interview:
- One question at a time. Wait for my answer before the next one. Never send me a list of questions.
- If my answer is vague, push once. If I say "it depends" or "it varies", ask me what the last one actually billed. Take
the second answer, not the first.
- Do not compliment me. No "great answer", no summarising my answer back approvingly. Ask the next question.
- Do not invent anything. If I don't know a number, write UNKNOWN and where to check. A gap I can see is worth more than
a figure you made up.
- Rough numbers are fine. Label them. If I say "about eight hundred", write "~$800 (owner's estimate)". Never turn a
guess into a figure.
- Do not give me pricing advice. Do not tell me a price is too low, too high, or what to charge. You don't know my
market and you haven't seen my costs. Write down what I tell you.
- Write in my words. Keep my phrasing and the words my trade uses. Do not upgrade it into business English.
- Ask me anything else you need. These questions are the floor, not the ceiling.

When we're done, give me the finished document in markdown (plain text with headings) that I can save as a .md file.
Then list what's missing and what I should verify.
```

Why "do not give me pricing advice". Ask any assistant about your prices and within two exchanges it will tell you to raise them. It has no idea what your market pays, what your costs are, or what happened the last time you tried. The prompt takes that job away from it and leaves it the job it's good at: writing down what you say, and arguing with it in prompt 04.

Why "do not compliment me". Left alone, an AI interview turns into flattery. It praises every answer, you feel good, and the follow-up that would have got the real answer never gets asked.

PROMPT 01 · TIME : ABOUT 20 MINUTES

What you charge

Your price list as it actually is, not as you'd like it to be. Money against every service you already listed.




```
You are going to interview me to build one document about my business. I am the owner. I am not going to fill in a form: you ask, I answer out loud, you write.

Rules for this interview:
- One question at a time. Wait for my answer before the next one. Never send me a list of questions.
- If my answer is vague, push once. If I say "it depends" or "it varies", ask me what the last one actually billed. Take the second answer, not the first.
- Do not compliment me. No "great answer", no summarising my answer back approvingly. Ask the next question.
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- Do not give me pricing advice. Do not tell me a price is too low, too high, or what to charge. You don't know my market and you haven't seen my costs. Write down what I tell you.
- Write in my words. Keep my phrasing and the words my trade uses. Do not upgrade it into business English.
- Ask me anything else you need. These questions are the floor, not the ceiling.

When we're done, give me the finished document in markdown (plain text with headings) that I can save as a .md file. Then list what's missing and what I should verify.

We're starting a document called what-you-charge.md. I'm pasting in what-you-sell.md: the list of everything a person can pay me for. Do not add services to this list and do not rename them. We're putting money against what's already there.

Go through the services one at a time and ask me, one question at a time:
1. What does this cost a customer? A number, a range, an hourly rate, a per-unit price, or "I quote every one". Whichever is true.
2. If I quote every one: what did the last three come out at, and what made them different from each other?
3. How did I land on that number? What was it based on the first time I charged it?
4. When did it last change, and what made it change?
5. What's included in that price that I'd have to explain to someone?
6. What's extra, and when do I tell them it's extra: before the job, or on the invoice?
7. What's the smallest version of this I'll take, and what do I charge for it?
8. Do I discount it? Who gets the discount, and why?
9. How often does the final invoice land above what I quoted? What usually causes it?

After all of them, show me the list with the prices next to it. Flag anything where I said "it depends" and never gave a number, and anything I priced differently in two different answers.
```

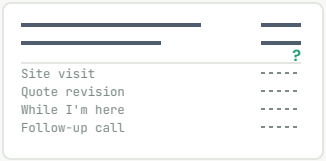
> The question to watch is the last one. How often the invoice lands above the quote is where you find out the price is fine and the scope isn't.

Document : **what-you-charge.md** (starts)

PROMPT 02 · TIME : ABOUT 20 MINUTES

What you give away

The work that happens on every job and never reaches an invoice. This is the prompt that gives you the number.




```
You are going to interview me to build one document about my business. I am the owner. I am not going to fill in a form:
you ask, I answer out loud, you write.

Rules for this interview:
- One question at a time. Wait for my answer before the next one. Never send me a list of questions.
- If my answer is vague, push once. If I say "it depends" or "it varies", ask me what the last one actually billed. Take
the second answer, not the first.
- Do not compliment me. No "great answer", no summarising my answer back approvingly. Ask the next question.
- Do not invent anything. If I don't know a number, write UNKNOWN and where to check. A gap I can see is worth more than
a figure you made up.
- Rough numbers are fine. Label them. If I say "about eight hundred", write "~$800 (owner's estimate)". Never turn a
guess into a figure.
- Do not give me pricing advice. Do not tell me a price is too low, too high, or what to charge. You don't know my
market and you haven't seen my costs. Write down what I tell you.
- Write in my words. Keep my phrasing and the words my trade uses. Do not upgrade it into business English.
- Ask me anything else you need. These questions are the floor, not the ceiling.

When we're done, give me the finished document in markdown (plain text with headings) that I can save as a .md file.
Then list what's missing and what I should verify.

Same document. Now I want the work I do that never appears on an invoice. Not charity and not warranty. The things I do
because it's easier than charging for them, because I forgot, or because I didn't know how to ask.

Ask me, one question at a time:
1. Walk me through a normal job from the first phone call to getting paid. Tell me every step where I spend time, and
I'll tell you which ones are on the invoice.
2. What do I do before a job is even sold (site visits, measuring, quoting, driving), and is any of it on a bill
anywhere?
3. What do I do after the job is finished? Calls, questions, showing someone how it works, coming back for something
small?
4. What do I fix while I'm there that nobody asked for?
5. What did the last customer get that they didn't pay for?
6. Is there anything I used to charge for and quietly stopped?
7. What does a customer ask for that I say yes to every time without thinking about the cost?

For each item, ask me three things and skip none: how often it happens (per job, per week, per month), how long it takes
door to door including the drive, and what the line would say on the invoice and what it would be worth.

Then do the arithmetic. Multiply each item out, add it up, and write one line at the top of what-you-charge.md:
Given away, roughly: $X a month (owner's estimates, today's date)
Show me how you got there so I can argue with the math.

Then sort every item into three groups and ask me to confirm each one:
- Charge for it: I should be billing this and I'm not.
- Keep giving it: it wins me work, or it's what I want to be known for.
- Stop doing it: nobody's asking and it costs me.
Do not decide which group anything belongs in. Ask me, and take my answer.
```

> The total is what you'll remember. The sort is what changes Monday. And the keep-giving-it group is there on purpose: some of what you give away is the best marketing you do, and the document should say which parts you decided that about.

Document : **what-you-charge.md** (continues)

PROMPT 03 · TIME : ABOUT 15 MINUTES

The offer in one line

The two or three things you want more of, each written as one sentence that holds up.




```
You are going to interview me to build one document about my business. I am the owner. I am not going to fill in a form: you ask, I answer out loud, you write.

Rules for this interview:
- One question at a time. Wait for my answer before the next one. Never send me a list of questions.
- If my answer is vague, push once. If I say "it depends" or "it varies", ask me what the last one actually billed. Take the second answer, not the first.
- Do not compliment me. No "great answer", no summarising my answer back approvingly. Ask the next question.
- Do not invent anything. If I don't know a number, write UNKNOWN and where to check. A gap I can see is worth more than a figure you made up.
- Rough numbers are fine. Label them. If I say "about eight hundred", write "~$800 (owner's estimate)". Never turn a guess into a figure.
- Do not give me pricing advice. Do not tell me a price is too low, too high, or what to charge. You don't know my market and you haven't seen my costs. Write down what I tell you.
- Write in my words. Keep my phrasing and the words my trade uses. Do not upgrade it into business English.
- Ask me anything else you need. These questions are the floor, not the ceiling.

When we're done, give me the finished document in markdown (plain text with headings) that I can save as a .md file. Then list what's missing and what I should verify.

This document is the-offer.md. I'm giving you what-you-charge.md, plus ideal-customer.md and your-proof.md if I have them.

First ask me: of everything on this list, which two or three do I want more of? Not the ones that pay the bills. The ones I'd take ten more of next month. If my answer contradicts what I said was most profitable, say so once, then take my answer.

For each one, interview me until you can write one sentence that says who it's for (in the words of ideal-customer.md), what they actually get (the outcome, not the activity), what it costs or starts at, and one thing behind it a customer could check.

Ask me, one question at a time:
1. What does the customer have before they call me, and what do they have when I leave?
2. What do they say when they explain to someone else what I did for them?
3. What's the difference between this and the cheapest version of it they could buy?
4. What could go wrong for them if they don't do it, or if they buy the cheap one?
5. What's the number, and does it start at that or land at that?
6. What's the one thing behind this claim I could show someone? A job, a number, a review, a warranty.

Then write the line, in my words. No "quality", no "professional", no "solutions", no "passionate". If I can't say it out loud without wincing, it's wrong. Show it to me, let me correct it, write it again. Up to three times.

Write the-offer.md, dated on its first line: one block per offer, the line first, then the full version underneath (who it's for, what they get, what it costs, what's included, what's extra, what's behind it).
```

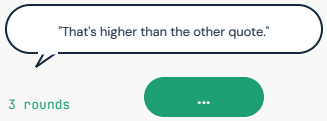
> The question that matters most is the second one. What your customer says to someone else is the offer. Everything you say about yourself is a draft of it.

Document : **the-offer.md** (builds)

PROMPT 04 · TIME : ABOUT 20 MINUTES

The pushback

Find out whether the line survives a customer. This is the part a worksheet can't do.




```
You are going to interview me to build one document about my business. I am the owner. I am not going to fill in a form: you ask, I answer out loud, you write.

Rules for this interview:
- One question at a time. Wait for my answer before the next one. Never send me a list of questions.
- If my answer is vague, push once. If I say "it depends" or "it varies", ask me what the last one actually billed. Take the second answer, not the first.
- Do not compliment me. No "great answer", no summarising my answer back approvingly. Ask the next question.
- Do not invent anything. If I don't know a number, write UNKNOWN and where to check. A gap I can see is worth more than a figure you made up.
- Rough numbers are fine. Label them. If I say "about eight hundred", write "~$800 (owner's estimate)". Never turn a guess into a figure.
- Do not give me pricing advice. Do not tell me a price is too low, too high, or what to charge. You don't know my market and you haven't seen my costs. Write down what I tell you.
- Write in my words. Keep my phrasing and the words my trade uses. Do not upgrade it into business English.
- Ask me anything else you need. These questions are the floor, not the ceiling.

When we're done, give me the finished document in markdown (plain text with headings) that I can save as a .md file. Then list what's missing and what I should verify.

For this prompt, drop the interview rules above. Stop interviewing me and argue with me. The rules against inventing anything and against pricing advice still hold.

Here are my offers from the-offer.md. Play a customer who wants the work done but thinks the price is too high. Not rude, not a caricature. The reasonable one who's had a bad experience before and has another quote on the table.

For each offer, push me three times:
1. Open with the objection a real customer of mine would actually open with.
2. Whatever I answer, push again on the weakest part of it. If I gave you a feature, ask what it's worth. If I gave you a feeling, ask for a number. If I compared myself to someone cheaper, ask what they'd say back.
3. Push a third time on the part I avoided.

Then drop the role and tell me plainly:
- which of my answers was strongest, and why
- which one I repeated because I didn't have a better one
- where I sold the work instead of the result
- which claim I made that isn't in your-proof.md

Do not tell me to lower the price and do not tell me to raise it. You don't know my market. Tell me where the answer was thin.

Then ask me what customers actually say to me about price. Take my list, and for each one ask what I say back. Push once on any answer that's shorter than the objection.

Write objections.md, dated on its first line: one block per objection. What they say, what I say, and the proof I point at. My words, not tidied up.
```

> Why this is safe to let the AI push on. It's arguing with a sentence you wrote thirty minutes ago, not with your business. And it's the one document in the series you can use on the next quote call without putting anything else together first.

Document : **objections.md** (builds)

PROMPT 05 · TIME : ABOUT 10 MINUTES

The litmus pass

Score what survived the pushback. It runs last, never first: scoring a line you haven't defended is a quiz.




```
You are going to interview me to build one document about my business. I am the owner. I am not going to fill in a form: you ask, I answer out loud, you write.

Rules for this interview:
- One question at a time. Wait for my answer before the next one. Never send me a list of questions.
- If my answer is vague, push once. If I say "it depends" or "it varies", ask me what the last one actually billed. Take the second answer, not the first.
- Do not compliment me. No "great answer", no summarising my answer back approvingly. Ask the next question.
- Do not invent anything. If I don't know a number, write UNKNOWN and where to check. A gap I can see is worth more than a figure you made up.
- Rough numbers are fine. Label them. If I say "about eight hundred", write "~$800 (owner's estimate)". Never turn a guess into a figure.
- Do not give me pricing advice. Do not tell me a price is too low, too high, or what to charge. You don't know my market and you haven't seen my costs. Write down what I tell you.
- Write in my words. Keep my phrasing and the words my trade uses. Do not upgrade it into business English.
- Ask me anything else you need. These questions are the floor, not the ceiling.

When we're done, give me the finished document in markdown (plain text with headings) that I can save as a .md file. Then list what's missing and what I should verify.

Take each offer in the-offer.md as it stands after the pushback. Score each one against these eight questions, yes or no, one at a time. Ask me before you answer any of them for me.

1. Can I say it in one sentence, out loud, without "quality", "professional" or "solutions"?
2. Is the price in it, or what it starts at?
3. Is the outcome something the customer could check, not something they'd have to take my word for?
4. Does the customer in it match ideal-customer.md?
5. Is there anything in it that not-for.md says I don't want?
6. Could my closest competitor say this exact sentence about themselves?
7. Is what's included and what's extra written down somewhere a customer sees before the job?
8. Has anyone bought this, at this price, in the last ninety days?

Questions 5 and 6 are inverted: a yes there is a fail. If my competitor can say it word for word, it isn't an offer, it's a category.

Question 8 is the honesty check. If nobody has bought it at that price in ninety days, it's a price I'd like to charge, not a price I charge. Write it that way.

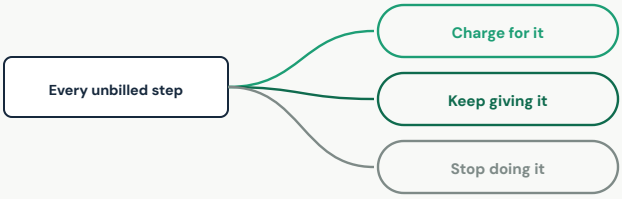
Under each offer, write the score as x / 8, list the failed questions by number, and one line on what's missing. Do not fix anything. List what failed and stop. I decide.
```

Document : **the-offer.md** (finishes)

PROMPT 02 · 05

What the number is telling you.

The total is honest arithmetic on your own figures. What it means depends on where most of it landed when you sorted it.



Most of it went in "charge for it".
That's work you already do and have decided is worth money. The next step isn't a price increase. It's a line on the quote, and saying it before the job instead of swallowing it after.

Most of it went in "keep giving it".
Fine. That's marketing, and now it has a number on it. You can decide whether it's worth what it costs, the same way you'd decide about an ad.

Most of it went in "stop doing it".
That's the easiest money in the whole piece. Nobody is asking for it, and stopping costs you nothing but a habit.

> Then look at the litmus scores. An offer that fails question 8 isn't a bad offer. It's one nobody has paid for yet, and that's worth knowing before you print it on a truck.

THREE THINGS THE ASSISTANT WON'T DO

Three things the assistant won't do.



It doesn't know what your market pays

It has never quoted a job in your region, never lost one on price, and never seen what the shop down the road charges. It's told not to advise you on your prices for that reason. What competitors charge is the next piece, Your market, and even that is a read, not a verdict.



It can't tell you if the giveaway is a leak

The total is honest. What it means isn't in the number. The free hour after every install might be why half your work is referrals. The same hour on another job might be a habit nobody asked for. You sorted them, not it.



It has nothing at stake

The customer it played folds when you push back, because it's built to. A real one walks. It can find the thin answer. It can't tell you whether that answer is still enough to win the job on Thursday.

> That part takes a person who has watched more than one shop price the same work, and has no reason to flatter you. The tool didn't fail. Those three things were never its job.

KEEP THEM TOGETHER

Keep them together.

These three documents go in 04-offer/, in the same folder as everything from Who you are and Your ideal customer. Every piece of AI 100 fills one subfolder. The file, near the end of the series, adds the index that ties them together, and AI 101 and 102 read from this folder instead of asking you the same questions again.

```
my-business/
  README.md                ← The file: the index
  01-your-week/            ← Where your time goes
  02-who-you-are/          ← Who you are
    what-you-sell.md
    what-you-refuse.md
    your-proof.md
    ...
  03-customers/            ← Your ideal customer
    ideal-customer.md
    not-for.md
    last-ten.md
  04-offer/                ← Your offer
    what-you-charge.md
    the-offer.md
    objections.md
  05-market/
  06-team/
  ...
  workflows/               ← AI 101 and 102 build here
```

objections.md doesn't wait.

Every other document in the folder is waiting for the rest of the series. This one isn't. Print it or keep it on your phone, and read it before the next quote call.

Date every file on its first line. When a price changes, update the document and the date. An old price an assistant trusts is worse than no price at all.

Run prompt 02 again in three months. If the number moved, something you decided in the sort is holding.

Next in AI 100: Your market. What others charge, what customers ask most, in their words.

modus.

You can do all of this yourself. Some would rather it just got done.

AI 100 is free, and nothing is held back for a paid version. What Modus sells is the time, and the person whose job it is.

Rather have us do it?

Book a call. Scan the code or click the link.

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