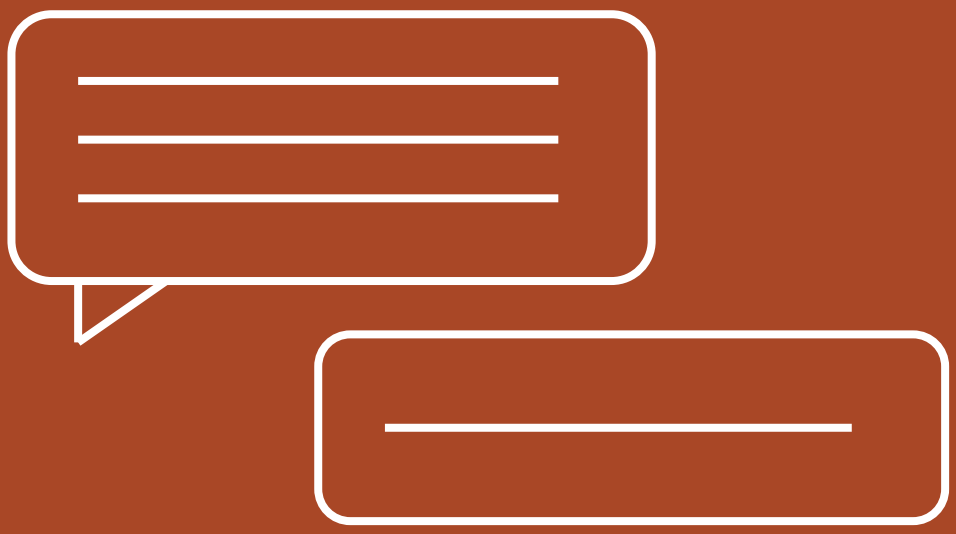
BOOKCHOWK / PRACTICAL MINI BOOKS

The Offer Choice Card

Explain two or three options so customers can see which fits



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10 focused pages + editable companion | 12 November 2026

One useful result

Explain two or three options so customers can see which fits. Work through one lesson at a time, then use the three printable worksheets on a real, low-stakes situation.

Your route through this mini book

1. Choose a real customer decision

2. Use the same comparison rows

3. Recommend by fit rather than pressure

4. Test the card and maintain it

Read the lesson, compare the worked example and complete the action. Pages 7-9 are writing sheets; page 10 helps you review the result. The editable Markdown companion contains the same prompts for reuse in a notes app.

For personal learning and practice. Examples are fictional; adapt the worksheets to your situation.

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Choose a real customer decision

An option card helps someone compare meaningful alternatives. Begin with the decision the customer is making, not the internal names of your packages. Limit the first card to two or three offers that serve a related need. If the offers are too different, separate them rather than forcing an artificial comparison. Record the facts from the current approved offer descriptions. Do not invent a premium benefit merely to fill a column.

Worked example

A digital bookstore compares a short activity PDF, a longer workbook and a course. The useful question is which learning experience fits, not which product has the most decorative badge.

Try it now

Name the customer decision and select up to three genuinely related offers. State why they belong on the same card.

NOTICE → CHOOSE → TRY → REVIEW