

Photography Offer Planner

PIXANDED PLANNING WORKSHEET

1 · OFFER FOUNDATION

Specific buyer

Buyer problem

Promised result

Deliverables

Exclusions

2 · SCOPE AND TERMS

Production scope

Delivery period

Revision limit

Usage rights

Payment process

Cancellation terms

3 · PROOF AND OUTREACH

Proof required

Prospect sources

Outreach message

Follow-up date

4 · TEST RESULTS

Actual costs

Total hours

Collected revenue

Lessons from the test

5 · FIVE-FACTOR OFFER SCORECARD

Assessment factor

0

1

2

Reachable buyer

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Paid problem

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Relevant proof

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Controlled scope

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Measurable result

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Total score: _____ / 10



This worksheet does not predict sales or income. Apply your local legal, tax and privacy requirements.