
The **90-Minute** Framework

Build an irresistible offer before lunch. The five-step system that turns features into transformations, eliminates price objections, and makes prospects feel irrational for saying no. Five steps. Ninety minutes. One offer that converts.

90

MINUTES TOTAL

5

BUILD STEPS

5

AWARENESS LEVELS

1

MAGIC FORMULA

What's Inside

01 The 90-Minute Timeline
Five blocks. Exact time per step. The full build path.

02 Step 1 — Market Awareness
The five levels. The right offer angle for each one.

03 Step 2 — The Value Equation
The formula. The four levers. The worksheet.

04 Step 3 — Psychological Triggers
Social proof, scarcity, loss aversion — applied right.

05 Step 4 — The MAGIC Formula
Five letters. One sentence. Your offer's foundation.

06 Step 5 — The Irresistible Stack
Bonuses, risk reversal, the pricing setup.

07 The Pre-Launch Audit
Ten questions before you go live.

08 Emergency Fixes
By conversion rate. What to fix in which order.

09 Get Your Free Offer Audit
Live offer teardown at no cost.

01 The 90-Minute Timeline

Most owners do not have a bad offer. They have an unfinished one. This framework gives you the exact path from blank page to launched offer in a single ninety-minute working session. Block the time. Phone on silent. One offer at a time.

00-15 MIN

Step 1 Market Awareness

15 MIN

Identify where your market sits

Five awareness levels. The wrong level means the right message lands as the wrong message. Get this right or nothing downstream lands.

15-35 MIN

Step 2 Value Equation

20 MIN

Engineer the perceived value

Apply the Value Equation. Define the dream outcome. Maximise likelihood. Compress time and effort. This is the leverage point.

35-50 MIN

Step 3 Triggers

15 MIN

Layer in the psychological pressure

Social proof, scarcity, loss aversion. Used right, they accelerate. Used wrong, they trigger reactance and kill the offer.

50-75 MIN

Step 4 MAGIC Formula

25 MIN

Write the offer in one sentence

The MAGIC formula gives you a single, dense, named offer. If you cannot say it in one sentence, you cannot sell it in one ad.

75-90 MIN

Step 5 Stack & Pricing

15 MIN

Build the stack, set the price, reverse the risk

Core offer plus three to five bonuses, a value-anchored price, and a guarantee that addresses the biggest objection. Done.

THE PRINCIPLE

95 percent of offers fail because they sell features instead of transformation. Customers do not buy products — they buy a better version of themselves. The framework forces transformation into every step.

02 Step 1 — Market Awareness / 15 min

Every prospect is somewhere on a five-level spectrum. The same offer that converts at one level will get ignored at another. Diagnose your audience first. The right angle follows automatically.

LEVEL 01

UNAWARE

Do not yet know they have a problem

Angle: Problem education plus a simple solution. **Hook style:** "Why 73 percent of small businesses fail in their first three years." **Common mistake:** Jumping straight to product. They will not buy what they do not yet need.

LEVEL 02

PROBLEM AWARE

Know the problem, do not know the solutions

Angle: Introduce the solution category, then position your method as different. **Hook style:** "The hidden cash flow fix most owners miss." **Common mistake:** Selling specifics before they know solutions exist.

LEVEL 03

SOLUTION AWARE

Know solutions exist, do not know yours specifically

Angle: Unique mechanism plus proof. **Hook style:** "The 3-step profit acceleration protocol." **Common mistake:** Pricing-led messaging. They are comparing approaches, not budgets.

LEVEL 04

PRODUCT AWARE

Know your solution, need convincing

Angle: Superiority demonstration plus risk reversal. **Hook style:** "Why our system outperforms competitors by 340 percent." **Common mistake:** Repeating awareness-stage content they already absorbed.

LEVEL 05

MOST AWARE

Ready to buy, need the right deal

Angle: Irresistible deal plus authentic urgency. **Hook style:** "Complete access — 50 percent off this week only." **Common mistake:** Over-explaining when they have already decided.

YOUR MARKET LEVEL

Most failed offers target Level 1 prospects with Level 4 messaging — or vice versa. Pick one level. Build one offer. Build a separate offer for each other level you serve.

03 Step 2 — The Value Equation / 20 min

Perceived value is not "good versus bad." It is a ratio with four levers. Move any one in the right direction and the perceived value of your offer goes up — without you changing the product itself.

THE EQUATION

$$\text{Value} = (\text{Dream Outcome} \times \text{Likelihood of Success}) \div (\text{Time Delay} \times \text{Effort Required})$$

To raise perceived value: make the dream bigger, make success more believable, shorten the time-to-result, or reduce the effort required. Most owners pull only one lever. Pull all four.

LEVER 01

DREAM

Dream Outcome — name it in their language

What to define: The transformation they desperately want. How they describe success in their own words. The emotional state they are trying to achieve. **Test:** Read it aloud — does it sound like marketing or like a customer talking?

LEVER 02

LIKELIHOOD

Likelihood Boosters — pick 3 to 5

Testimonials from similar customers. Specific case studies with numbers. A money-back guarantee. Your credentials and track record. Third-party validation. A free trial or sample. The more believable your outcome, the higher the perceived value.

LEVER 03

TIME

Time Delay Reducers — pick 2 to 3

Quick-start bonus. Day-one results promise. Implementation templates. Done-for-you components. Fast-track options. Every week of delay you remove multiplies perceived value. Speed is a feature priced like a luxury.

LEVER 04

EFFORT

Effort Reducers — pick 2 to 3

Step-by-step system. Personal support or coaching. Automation tools. Pre-built templates. Community access. Effort is the silent killer of every "good" offer. Reduce it and the offer becomes a no-brainer.

04 Step 3 — Psychological Triggers

/ 15 min

Three triggers — used in this order, with restraint. Stack them and you accelerate decisions. Overload them and you trigger reactance. The rule: every trigger must be authentic. The moment a buyer suspects manipulation, the offer dies.

TRIGGER 01

SOCIAL PROOF

The Social Proof Stack

Numbers: "Join 10,000+ successful users." **Authority:** "Recommended by [expert name]." **Peer:** "People like you are getting these results." **Wisdom of crowds:** "Our fastest-growing program." Pick one from each category. Real names, real numbers, varied formats. Generic praise reads as paid.

TRIGGER 02

SCARCITY

Authentic Scarcity — pick one

Limited quantity: "Only 50 spots available" — tracked visibly. **Limited time:** "Enrolment closes Friday at 11:59 pm" — with timezone. **Limited access:** "Invitation-only programme." **Seasonal:** "Annual enrolment period — opens once a year." Fake scarcity destroys trust faster than any other mistake on this page.

TRIGGER 03

LOSS AVERSION

Make the Cost of Inaction Visible

What they will miss: "Without this, you will continue struggling with __." **Opportunity cost:** "Every day you wait costs you ₹__." **Competition:** "While you hesitate, others are getting ahead." Loss aversion is twice as powerful as equivalent gain — but only when the loss is concrete and quantified.

THE SEQUENCE THAT WORKS

Build relevance, prove value, then add urgency. Never reverse the order. Triggers without value built in advance feel like pressure tactics. Triggers after value built feel like a logical reason to act now.

05 Step 4 — The MAGIC Formula / 25 min

The whole offer compresses into a single, dense sentence. Five letters. If you cannot say your offer in one MAGIC sentence, you cannot sell it in one ad. Build each letter. Then stitch them together.

M

MAGNETIC

Hook
Why now?

A

AVATAR

Specific
Who is this for?

G

GOAL

Oriented
What outcome?

I

INTERVAL

Defined
By when?

C

CONTAINER

Named
What's it called?

THE OFFER SENTENCE

"For [avatar], we help you [goal] in [interval] without [sacrifice], using our [container name]."

Every word earns its place. Replace each bracket with one specific phrase. If a slot feels generic, you have not finished defining it.

EXAMPLE

Magnetic hook in action

"For service businesses losing clients to cheaper competitors, discover the proven positioning method that commands 3x higher prices in 30 days, without slashing margins or chasing leads, using our Premium Position Protocol."

THE TEST

Read the sentence aloud to someone outside your industry. If they cannot repeat back who it is for, what it delivers, and by when — without prompting — go back and tighten until they can.

06 Step 5 — The Irresistible Stack

/ 15 min

The core offer is the start, not the finish. Bonuses, risk reversal, and a value-anchored price are what flip a good offer into one buyers feel irrational for refusing. Build the stack first. Set the price last.

STACK COMPONENT	WHAT IT DOES	HOW TO PRICE IT
Core Offer	Your main solution. The thing they bought.	Anchor at full value — the price you would charge if it stood alone.
Quick Start Bonus	Reduces the time-to-first-result.	High perceived value, low fulfillment cost. Templates, scripts, or fast-track guides.
Implementation Tool	Reduces effort. Removes the "I do not know how" objection.	Software access, calculators, swipe files. Price at what a freelancer would charge to build it.
Support Element	Raises likelihood of success. "You are not alone in this."	Group calls, office hours, private community. Price at coaching hourly rate × hours covered.
Advanced Training	Increases the dream outcome ceiling.	Masterclasses, deep-dives, advanced playbooks. Anchor against equivalent course pricing.
Exclusive Access	Activates scarcity and status. Identity-level upgrade.	Early access, partner pricing, exclusive list. Hard to price — that is the point.

RISK REVERSAL — PICK ONE

30-day money-back guarantee. 60-day results guarantee. "Try it free" trial period. "Pay only if it works" model. Conditional guarantee with clearly defined terms. The right guarantee addresses your biggest objection, not your most generic one. List your top three objections — pick the guarantee that defuses the worst.

THE PRICING RULE

Add up the value of every stack component as if you were selling them separately. Present that number first. Then reveal the actual price — typically 25 to 40 percent of total stack value. The gap is what makes the offer feel irrational to refuse.

07 The Pre-Launch Audit

Ten questions before you launch. If you cannot answer yes to all ten, you are launching too early. Each unchecked item is a leak in the funnel waiting to happen.

01 Tested with 5 people from your target market?

Real feedback before paid traffic, always.

02 Every value claim specific and measurable?

"More clients" is vague. "3 new clients in 30 days" is concrete.

03 Guarantee addresses the biggest objection?

Not the generic objection. The one your audience names.

04 Pricing anchored to value, not to cost?

Stack value first. Price second. Always in that order.

05 Scarcity element authentic and enforceable?

If you cannot actually close it Friday, do not say Friday.

06 Call-to-action is crystal clear?

One verb, one path. "Learn more" is not a CTA.

07 Awareness level matches messaging level?

Cold traffic and warm traffic get different versions.

08 MAGIC sentence passes the repeat-back test?

Someone outside the industry can repeat it after one read.

09 All three triggers stacked correctly?

Social proof, scarcity, loss aversion — in that order.

10 Tracking in place for objections post-launch?

Document every "I'll think about it" — that is your edit list.

LAUNCH WEEK ACTIONS

Present the offer to your warmest audience first. Collect feedback in the first 48 hours. Track conversion rates daily. Document every objection in the buyer's own words. Adjust messaging based on real responses — never on what you assume the issue is.

08 Emergency Fixes

If the offer is live and the numbers are off, do not rebuild from scratch. Diagnose against the symptom. Each symptom maps to a specific component of the framework — and a specific fix.

< 2%

conversion rate — the offer is not irresistible enough yet

Return to the Value Equation

Strengthen each of the four levers, in order

Make the dream outcome more vivid. Add believability through specific proof. Compress time-to-result with a faster bonus. Reduce effort with a done-for-you element. Most under-2-percent offers have weak dream and weak proof.

2-5%

conversion rate — good foundation, optimisation pending

Test Headlines and Triggers

A/B test the hook and the trigger stack, not the offer itself

The core offer is working. The wrapping is leaking. Run three headline variants against the same body. Test trigger combinations (scarcity vs loss aversion as the lead). Small changes here lift conversion 30 to 60 percent.

5%+

conversion rate — you have a winner

Scale and Start the Next One

Double the traffic. Start building offer two.

Confirmed-winner offers deserve confirmed-winner budgets. Scale traffic. Document the components that worked. Start building the next offer for the next awareness level — your winning offer should not be your only offer for long.

"I'll think about it"

the most common objection — diagnose by frequency

Specific Objection-to-Fix Map

Five symptoms, five precise fixes

Unclear value → make the outcome more specific. **Does not believe it works** → add more proof, especially case studies with numbers. **Too expensive** → raise perceived value, never lower price. **"I'll think about it"** → add authentic urgency or a deadline-based bonus. **Wrong audience showing up** → narrow the avatar; broader is not better.

THE RULE

Perfection is the enemy of profitable action. Your first offer will not be perfect. It will be infinitely better than no offer at all. Start now. Optimise later. Scale what works.

Get Your Brand's Offer Audit For Free.

You have the framework. Now run your live offer through it with someone who has built hundreds of them. We will audit your current offer against all five steps — awareness fit, value equation, triggers, MAGIC formula, and stack — and hand you a prioritised fix list.

[BOOK YOUR FREE OFFER AUDIT](#)

audit.connectlabz.com

What is included:

- Awareness-level diagnosis on your current audience
- Value Equation scoring across all four levers
- Trigger stack review — what is working, what is reactance
- MAGIC sentence rewrite for sharper positioning
- Stack and pricing review with bonus recommendations
- Prioritised fix list, ranked by conversion impact

No commitment. No pressure. Just clarity on which step of the framework is leaking — and what to fix first.