

Your offer brief

Use this brief to explain who should benefit from your offer and why. Replace every bracketed prompt with your own information. Keep useful answers concise and remove unused prompts before uploading.

For Your-offer intelligence: provide your company website plus either an offer URL or a completed brief. PDF, DOCX and TXT files may be up to 3 MB. Pasted and uploaded brief text combined must stay within 3,000 words.

1 Your business and offer

Company name: [Your business name]

Company website: [https://your-company-domain]

Offer URL if available: [A specific product or service page]

What are you selling, and what practical outcome does it support? Include the delivery model, typical engagement and relevant price range if useful.

[Write your answer here]

2 Your ideal company

Describe the industries, business models, company sizes or operating context that fit. Mark anything essential and explain what evidence would support it.

[Write your answer here]

Countries or markets served: [Territory and any language needs]

Use territory as context for your offer and scope review. A company website domain does not establish where the company operates.

3 Technologies and fit criteria

List required technologies or observable conditions. State whether every requirement must match or any one is sufficient. Separate mandatory criteria from useful context.

[Requirements and Match all or Match any]

Explain why those criteria make a company relevant to the offer.

[Fit explanation]

Qualify the opportunity

Complete the remaining context, then review the extracted text in the builder. These answers guide interpretation; they do not establish that a company needs or wants your offer.

4 Problems and contact roles

What business problems can the offer help with? Identify observable clues that would justify a relevant conversation and distinguish them from assumptions.

[Problems, useful evidence and unknowns]

Preferred business roles: [Founder, administrator or relevant decision roles]

Suggested next step: [A useful question, introduction or action]

5 Exclusions and constraints

Identify companies or situations to exclude, such as existing customers, competitors, unsuitable markets or incompatible technology. Explain any contractual or operational limits.

[Exclusions and constraints]

Keep unnecessary personal data, credentials and sensitive information out of the brief. Use the dedicated company-list upload for companies you want enriched.

6 Useful evidence and claims

Link to evidence that supports your offer, such as product documentation or an authorized case study. Distinguish established facts from your own assumptions. Do not include unsupported performance promises.

[Evidence links and short context]

Before you upload

Remove unused prompts. Check that your company website is present, mandatory criteria and exclusions are clear, and the combined brief is within 3,000 words. Save an editable DOCX or TXT, or export a PDF with readable text; scanned pages cannot be reliably extracted.

Upload the completed file in the builder and review the extracted text before submitting. Your accepted scope, selected tier and quantity determine the work. Downloading or filling this template does not place an order.

Delivery is by email to the address provided with your order. The agreed CSV and supporting evidence or dossiers arrive as attachments, or through a private download link in the email when files are large.