

\$100M Offers

by Alex Hormozi

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

01

Define the Dream Outcome

Write one sentence describing the exact transformation your customer gets. Not features, not process - the end state. Be specific: 'Lose 20 lbs in 90 days' beats 'get healthier.'

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02

Map Every Obstacle to a Solution

List all the reasons someone might not achieve the promised result. For each obstacle, create a solution (bonus, feature, or support). Stack these into your offer.

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03

Apply the Value Equation to Your Offer

Score your offer on all four variables: Dream Outcome, Perceived Likelihood, Time Delay, and Effort. Identify which one you can improve most easily - then do it.

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04

Build an Unconditional Guarantee

Transfer all risk to yourself. 'If you don't get X result in Y days, you get Z back.' The more specific and bold your guarantee, the more it signals belief in your product.

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05

Name Your Offer Using the Formula

Use Hormozi's MAGIC naming formula: Magnitude + Avatar + Goal + Interval + Container. Example: '7-Figure Agency Blueprint: Double Your Revenue in 90 Days Without Cold Calling.'

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06

Add Real Scarcity and Urgency

Manufactured scarcity is dishonest and damages trust. Instead, find genuine reasons to limit supply: cohort size, your time, a deadline tied to a real constraint.

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07

Raise Your Price Until You Feel Uncomfortable

Most people underprice by 2-10x. Raise your price to where it feels like a lot, then justify it with the transformation. Higher price also increases perceived value.

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08

Niche Your Target Market

Identify: who is in the most pain, who has the most to gain, who can pay, and who is growing as a market. The intersection is your Grand Slam customer.