



PDF CHECKLIST / CONVERSION MONSTER

13 points where your offer loses money



Check why the client misses the value,
doubts the price, or delays the purchase.

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Inside: 13 audit questions that help you find the weak point in an offer and increase sales without pressure.

Not “tricks.” A decision system.

Sales rarely break because of one word on a button. Usually the client does not have a complete chain: trust → value → risk → clarity → price → action.

This material helps you avoid decorating a weak offer. It helps you find the point where the person loses confidence and delays the decision.

When to use it

Before launching ads, rewriting the first screen, sending a proposal, or entering a sales call — especially when leads exist, but purchases are weak.

How to use it in 20 minutes

- 01 Open your landing page, proposal, ad, or sales call script.

- 02 For each trigger, mark the status: present / weak / absent.

- 03 Choose the 3 weakest points. Do not try to fix everything at once.

- 04 Create a visible element: phrase, block, case, bonus, guarantee, deadline, or comparison.

- 05 Check honesty: if the element cannot be proven, remove or rewrite it.

Who built it

Konstantin Potapov — Senior Python Backend/R&D Engineer and indie maker. 16 years in software development, MVPs, automation, integrations, and product experiments. This checklist is not for “pretty marketing”; it is for a fast offer audit before traffic.

Readiness criterion

After the first screen, a person should quickly understand: what they get, why they can trust you, what they risk by doing nothing, and what the next step is.

The architecture of a strong offer

Do not apply sales triggers as a pile of tricks. Each one has a place in the sale. Mix the order and you get pressure instead of clarity.

TRUST	Reciprocity · Social proof · Authority	Why you can be trusted.
CONNECTION	Liking · Storytelling	Why it sounds human.
VALUE	Bonuses · Specificity	Why it is worth more than it seems.
RISK / CLARITY	Guarantee · Pain reversal · Ease	Why it is safe and clear to start.
DECISION / PRICE	Scarcity · Urgency · Contrast	Why the decision should happen now and why the price makes sense.

The most common mistake

Using urgency and scarcity before trust and value. The offer starts to feel anxious, not strong. First explain value. Then accelerate the decision.

One example: how triggers fix the first screen

A weak first screen does not always look terrible. It simply fails to answer the key doubts — so the person postpones the decision.

Before

“We help businesses increase sales with marketing and packaging.” It sounds normal, but it is unclear: for whom, what will be done, why trust it, and what is the first step?

After

“Send a link to your landing page — in 24 hours I will show 3 places on the first screen where you lose leads: offer, trust, visual focus.” Now there is an easy first step, a specific result, a deadline, a limited scope, and useful value before payment.

What changed

- An abstract promise became a concrete action.
- A safe first step appeared: send a link.
- The result became measurable: 3 fixes in 24 hours.
- Trust is built through value before the sale, not through loud claims.

01

TRUST

Reciprocity

Give real value first. Once a person has received something useful, taking the next step feels easier and fairer.

HOW TO APPLY

- A free diagnostic, mini-audit, demo, or checklist that solves one small pain.
- Useful content without immediate pressure: help first, offer second.
- A bonus beyond expectations: not a gift for show, but a small proof of quality.

Ready pattern

Before the purchase, show a micro-result: “Here are 3 issues already eating your leads.”

Do not do this

Giving away a cheap bait piece and calling it value.

AUDIT POINT

What does the client receive before payment — and would they genuinely be grateful for it?

02

TRUST

Social proof

When the decision is unclear, people look at others: who already trusted you, what they got, and whether they look like me.

HOW TO APPLY

- Testimonials with context: who the client was, what the problem was, what changed.
- Case studies in the “before → work done → after” format, not just nice words.
- Visible demand: a queue, waitlist, repeat purchases, community activity.

Ready pattern

Place proof next to the doubt: price, result, timeline, or risk.

Do not do this

Publishing testimonials without outcome, client role, or concrete detail.

AUDIT POINT

Which 3 proof points show that similar people have already taken this path?

03

TRUST

Authority

People trust those who look competent and can show traces of real experience.

HOW TO APPLY

- Numbers, experience, launched projects, clients, publications, certificates — only the honest ones.
- References to research, market practice, and recognized sources.
- A consistent expert image: speech, photo, materials, design, tone.

Ready pattern

Not “I am an expert,” but “here is what I have done, how I think, and why this works.”

Do not do this

Inflating status instead of demonstrating competence.

AUDIT POINT

What honestly shows that I am not a random person in this topic?

04

CONNECTION

Liking

People do not buy from logos. They buy from people. A face, a story, a voice, and values lower resistance.

HOW TO APPLY

- Show the face, story, motivation, and work process.
- Write in a human tone, without corporate fog.
- Find common ground with the client: context, pain, language, values.

Ready pattern

The first screen should make it clear who is speaking and why they can be trusted.

Do not do this

Hiding behind a faceless “we” when the client needs a person.

AUDIT POINT

What must become visible for the person to feel: “these people understand me”?

05

DECISION

Scarcity

Value rises when access is truly limited: few places, a finite batch, a rare format, personal time.

HOW TO APPLY

- Limit seats, slots, clients, copies, or calls.
- Bonuses only for first buyers or launch participants.
- A waitlist before access opens.

Ready pattern

The limit must come from product reality: time, team, quality, or stock.

Do not do this

A fake “last chance” every week.

AUDIT POINT

What honest limitation already exists or should be introduced?

06

DECISION

Urgency

Without a deadline, decisions spread out. Urgency is a shortage of time, not a shortage of quantity.

HOW TO APPLY

- A final day to buy, book, or apply.
- A seasonal offer, cohort, launch, or enrollment window.
- A bonus, price, or format tied to a specific date.

Ready pattern

After the deadline, something must truly disappear: price, bonus, access, seat, or format.

Do not do this

A deadline with no consequence. The client sees the lie quickly.

AUDIT POINT

What exactly disappears after the deadline?

07

RISK

Guarantee

The most direct way to strengthen an offer is to remove risk. Clients buy more easily when they know they will not be left alone with a mistake.

HOW TO APPLY

- A refund within a clear period or under clear conditions.
- Revision, support, or guidance when the rules are followed.
- Milestone payments for expensive services.

Ready pattern

The guarantee must answer the client's main fear, not decorate the page.

Do not do this

Guaranteeing things you cannot control.

AUDIT POINT

How can I remove the main fear without breaking the economics of the product?

08

VALUE

Bonuses

The same product feels more valuable when its value is separated into the core and additional benefits.

HOW TO APPLY

- Separate the required core from desirable extras.
- Turn hidden work, templates, support, and reviews into visible bonuses.
- Connect bonuses to a deadline, plan, or limit.

Ready pattern

A bonus should not rescue a weak product. It should strengthen value that is already clear.

Do not do this

Using a discount instead of increasing perceived value.

AUDIT POINT

What already exists inside the product but is not perceived as separate value?

09

VALUE

Specificity

The more concrete details the client sees in the process and result, the higher the perceived value.

HOW TO APPLY

- Describe stages, artifacts, timelines, and control points.
- Show the project roadmap or the process from the inside.
- Replace “high quality” with a list of visible actions.

Ready pattern

Specificity turns invisible work into an understandable price.

Do not do this

Generic words: “turnkey,” “custom,” “high quality.”

AUDIT POINT

Which hidden actions does the client fail to see and therefore fail to value?

10

CLARITY

Pain reversal

Negative framing often hooks stronger than a dream. What sells is not fear itself, but a clear escape from a specific problem.

HOW TO APPLY

- Write down the client's pains in their own language, without marketing polish.
- Show the cost of inaction: money, time, nerves, lost leads.
- Connect every pain to the mechanism of the solution.

Ready pattern

Formula: "right now you have X, because of it Y happens, we change Z."

Do not do this

Scaring people for the sake of fear and pressing on vulnerability.

AUDIT POINT

Which bad scenario does the client actually want to get away from?

11

CLARITY

Ease

People choose the path that feels quick and understandable. “Easy to start” is often stronger than “cheap.”

HOW TO APPLY

- Remove extra steps from purchase, payment, booking, and onboarding.
- Show the first quick result.
- Give templates, instructions, guidance, or a ready structure.

Ready pattern

A strong offer does not only promise a result. It shows the easy first step.

Do not do this

Promising the impossible and selling magic instead of a process.

AUDIT POINT

Where is it currently hard for the client to start, continue, or understand the next step?

12

CONNECTION

Storytelling

A story shows the hero, problem, solution, and result — and the client tries that path on themselves.

HOW TO APPLY

- A personal transformation story: why you do this at all.
- Client stories with real stakes, not dry numbers only.
- Structure: hero → problem → solution → result.

Ready pattern

A good story does not decorate. It explains why the solution became inevitable.

Do not do this

A case study as a set of numbers without a person or conflict.

AUDIT POINT

Which story will make the client feel: “this is about me, and there is a way out”?

13

PRICE

Contrast

The brain evaluates price through comparison. The right contrast makes the main offer clearer and more attractive.

HOW TO APPLY

- 2–3 plans with a clear difference, without a choice trap.
- An expensive premium format as an anchor.
- Comparison with alternatives: inaction, hiring, manual work, lost leads.

Ready pattern

The price should not stand alone. Put it next to the cost of the problem and the cost of alternatives.

Do not do this

Random plans that create doubt instead of clarity.

AUDIT POINT

What should the client compare the offer with so the price becomes understandable?

Final offer audit

Mark “present” only if the client actually sees the element: on the page, in the ad, in messages, in the proposal, or on the sales call.

How to read the result

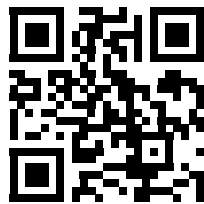
0–4 weak triggers — the offer holds. 5–8 — there are leaks, traffic will be expensive. 9+ — fix the packaging first, then buy traffic.

Trigger	Audit question	Status
Reciprocity	What does the client receive before payment — and would they genuinely be grateful for it?	present / weak / absent
Social proof	Which 3 proof points show that similar people have already taken this path?	present / weak / absent
Authority	What honestly shows that I am not a random person in this topic?	present / weak / absent
Liking	What must become visible for the person to feel: “these people understand me”?	present / weak / absent
Scarcity	What honest limitation already exists or should be introduced?	present / weak / absent
Urgency	What exactly disappears after the deadline?	present / weak / absent
Guarantee	How can I remove the main fear without breaking the economics of the product?	present / weak / absent
Bonuses	What already exists inside the product but is not perceived as separate value?	present / weak / absent
Specificity	Which hidden actions does the client fail to see and therefore fail to value?	present / weak / absent
Pain reversal	Which bad scenario does the client actually want to get away from?	present / weak / absent
Ease	Where is it currently hard for the client to start, continue, or understand the next step?	present / weak / absent
Storytelling	Which story will make the client feel: “this is about me, and there is a way out”?	present / weak / absent
Contrast	What should the client compare the offer with so the price becomes understandable?	present / weak / absent

Want to see where your first screen loses leads?

Send a link to your landing page — get 3 first-screen fixes in 24 hours: offer, trust, visual focus. No fluff, no decorative noise, no “good enough.”

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