

The Value Equation

An offer-strength check: value = dream outcome x likelihood, divided by time delay x effort. Grow the top, shrink the bottom. Origin: Alex Hormozi (\$100M Offers)



● DREAM OUTCOME

The best-case result they truly want.

● PERCEIVED LIKELIHOOD

How sure they are it will work for them.

● TIME DELAY

How long until the result.

● EFFORT & SACRIFICE

What they must do or give up.