

Seller Map

Understand who is selling, what they are offering and how the business creates value.

BUSINESS / PROJECT NAME:	PREPARED BY / ROLE:	DATE:
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THE ZILGROW THINKING SHIFT:

Before you choose a marketing channel, understand the seller, the offer, and how value is created.
Instead of asking: "How do we promote this product on social media?" -> Ask: "Who is selling, what is really being sold, and why does it matter?"

01

Seller Identity & Business Reality

Define the organization, founder/team strengths, business model, and operational reality.

1. Who is the Seller? Background, credibility, core expertise, and why this business exists.	2. Business & Revenue Model B2B / B2C / D2C / Service / SaaS - how does the business earn revenue?
3. Operational Strengths & Advantages What does the seller do better, faster, or more reliably than others?	4. Real Constraints & Realities Capacity limits, geography, budget, sales cycle length, or delivery constraint

02

Offer Architecture & Value Creation Map

Break down the offer structure, pricing, and the exact value created for the customer.

Offer Layer	Guiding Question	Your Offer Definition	Customer Value Created
Core Offer	What is the primary product or service?		
Problem Solved	What specific pain or gap does it resolve?		
Delivery Format	How is the product/service delivered?		
Time to Value	How quickly does the buyer see a result?		
Pricing & Terms	What does it cost and how is it structured?		
Entry / Lead Offer	Is there a low-friction starting point?		

03 Market Alternatives & Competitive Context

Compare what the buyer would do if your business did not exist.

Alternative Type	What the Buyer Uses Today	Their Strength	Where Our Offer Wins
Direct Competitors			
Indirect Substitutes			
DIY / Internal Fix			
Doing Nothing			

04 Offer Clarity & Value Synthesis

Synthesize the seller map into a crystal-clear offer statement before marketing.

The 10-Second Offer Statement We help [who] solve [problem] through [offer] so they can achieve [outcome].	Why This Offer Matters Now Why is this offer relevant and valuable in the current market?
Biggest Offer Friction / Weakness Where do prospects hesitate when they hear the offer or price?	Offer Improvement Needed Before Ads What needs to be clarified in packaging, pricing, or proof?

Seller Map Validation Checklist

- ☐ A stranger in our target market can understand what we sell within 10 seconds.
- ☐ We have separated features (what it is) from business/personal value (what it does for the buyer).
- ☐ We know our unit economics (margin, average order/contract value, sustainable acquisition cost).
- ☐ Our offer directly solves a real problem rather than relying on marketing hype.