

The Offer Examination™

*A private 90-minute diagnostic session with
Bruce — The Offer Doctor*

You've already seen what a broken offer costs. More content, more traffic, more effort — and results that still don't match.

This session exists for one reason: to find exactly what's wrong with your offer and tell you precisely how to fix it.

Not theory. Not frameworks. A direct diagnosis of *your* specific offer.

What Happens in the Session

In 90 minutes, I examine your offer the way a doctor examines a patient — systematically, without assumptions.

I look at:

- Why your ideal buyer is reading your offer and not converting — and where the belief breaks down

- Whether your mechanism is strong enough to make you incomparable, or generic enough for AI to replicate
- Where your pricing is misaligned with the transformation you're promising
- What's creating friction or confusion before a buyer even reaches your call to action
- Whether your positioning makes you the obvious choice — or just another option

Then I tell you what to fix, what to leave alone, and what order to do it in.

What You Walk Away With

- A clear diagnosis of what's suppressing conversions
- Specific corrections to your hook, mechanism, and positioning
- A prioritized action plan — what to fix first, what can wait
- Clarity on what to *stop* doing — often the highest-value output of the session
- A corrected path forward without rebuilding everything from scratch

“Most clients say the biggest shift isn't what they need to add — it's finally understanding what to stop doing.”

What This Looks Like in Practice

A recent client in the fitness coaching space had solid traffic and a good product — but couldn't figure out why conversions were flat. We diagnosed the problem inside the first thirty minutes: his mechanism was invisible and his positioning was identical to six competitors. We fixed both. His conversion rate increased by over 250%. He hit his first 50K month.

Another health coaching client was running sales calls to close clients and burning out. We rebuilt her offer around a clear mechanism, repositioned her out of the crowded market she was fighting in, and eliminated the calls entirely. She's now doing 80K months — with less friction than she had at half that revenue.

Neither of them needed more content, more ads, or a bigger audience.

**They needed to know what was broken.
That's it.**

Who This Is For

The Offer Examination is designed specifically for credentialed, experienced practitioners who are serious about building a premium online offer.

I work with coaches, creators, and health professionals including:

- Licensed Mental Health Therapists & Psychologists
- Strength & Conditioning Coaches and Sports Performance Specialists
- Functional Medicine & Integrative Health Practitioners
- Executive & Leadership Coaches
- Fitness Coaches, Physical Therapists & Sports Medicine Practitioners

In every case: you already have real credentials, real experience, and a real offer. Something structural is simply holding it back.

This is not for:

- Unlicensed nutritionists or unspecified life coaches
- Beginners who don't yet have an established offer
- Anyone looking for tactics, shortcuts, or surface-level advice
- Anyone not ready to hear a direct, honest assessment of what's wrong

How It Works

1. Purchase your session below

You'll receive a confirmation immediately with next steps.

2. Submit your offer materials

Before the session, you'll send over your offer links, pricing, and any relevant context so I can review in advance.

3. We meet for 90 minutes

I walk you through the full diagnosis and prescription live. You'll leave with complete clarity on what to do next.

Investment

90-Minute Private Session

\$1,997 USD

One-time. No ongoing commitment.

I take on 3 to 5 of these sessions per week to ensure the depth each one requires. When those spots are filled, booking closes until the following week.

Secure Your Session

If you already know this is the right next step:

→ [**BOOK YOUR OFFER EXAMINATION**](#)

If you have a question before booking, email bruce@brucekrah.com. I read every message personally and will reply.

If your offer is healthy, it will sell — predictably. If it isn't, no amount of effort will save it. This session tells you which one you have. Don't waste another six months guessing.

— Bruce

The Offer Doctor[™]

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