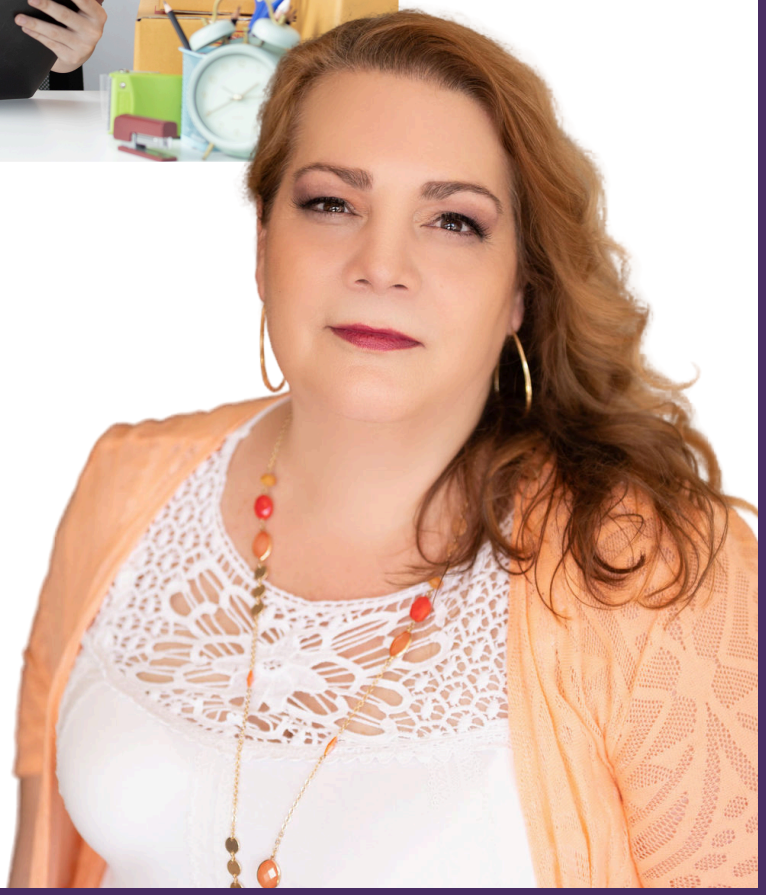
# 6 STEPS TO YOUR IRRESISTIBLE OFFER THAT SELLS

## MASTERCLASS



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Successful Coaches ENTERPRISE

## 1. Get Clear on Who Your Ideal Client Is.

The more you know about your target audience and ideal dream clients, the easier it is for them to hear you through all the noise out there. You'll be able to create relevant and valuable content and products that they are attracted to.

Knowing your audience is an essential part of being successful in your business. You need to get to know your audience intimately. That can be hard to do if you're too focused on trying to attract everyone. Your audience cannot be everyone. In fact, it's not even everyone in the niche that you want to focus on. You must go deeper.

## 2. Figure Out What Your Ideal Clients Pain Points and NEEDS Are.

It's important to know the pain points and needs of your ideal client so that you can market to them effectively. The problems potential customers face is known as 'pain points,' for the obvious reason that they cause pain in one way or another. When you understand their 'pain points' you can target your messaging to a solution you can provide to those issues.

How do you find out what their problems are? Market Research! You can do that through speaking to them like inviting people who match your profile onto market research calls, posting questions on social media on your profiles or in Groups. Or visiting sites like Quara or Reddit to get insights.

To make an irresistible offer, you must first figure out an unmet need or problem and then build an offer that solves it.

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## Here are some sample questions:

1. What's your number one challenge now?
2. What would your life be like if you could meet and overcome this challenge or solve this problem?
3. What's keeping you from solving the problem now or seeking a new solution?
4. What are your main goals?
5. When you're trying to solve a problem, how do you get your best results?
6. What fits in best with your lifestyle?
7. What wastes the most time in your day?
8. Do you buy XX services from anyone else? If so, what did you enjoy about it the most?
9. What's the most important thing to you when you invest in a service, for example reliability, speed, convenience, professionalism, etc.
10. How much do you typically spend on an X service?
11. What do you value the most about X?
12. If you could wave a magic wand, how would you like your life to be?
13. Demographic questions such as: What's your age, gender, educational background, and career path?
14. What is the most common reason you don't invest in a service?

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| | |
|---|---|
| **Avatar Name:** | |
| **Desired Outcome:** | |
| **Top 3 Values:** | |
| **Top 3 Challenges:** | |
| **Fears/Frustrations:** | |
| **Wants/Aspirations:** | |
| **How Can I Help?** | |

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# 3. Be Different to Stand Out in Your Market.

Unless you separate yourself from the masses and create something truly unique and contrarian, your offer will be lost in the noise. Ask yourself what is unique about you. What do you bring to the table that others don't.

You also want to do market research on your competitors to see what is already being offered so you can differentiate yourself.

When seeking out competitors, you need to find not only existing competitors for your target market, but also keep an eye out for possible new competitors. The competitive landscape is always changing.

**Make a list of 3 potential competitors to research. Try to identify only those that are competing for the same customer base as you are:**

1. _____

2. _____

3. _____

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# Competitor Research Questions

Answer the following questions for each of your main competitors:

## How does your competitor market to its customers?

1. _____

2. _____

3. _____

## What are your competitor's prices like?

1. _____

2. _____

3. _____

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## What unique value does your competitor offer?

1. _____

2. _____

3. _____

## How does your competitor market their offer on social media?

1. _____

2. _____

3. _____

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## Where on social media are they hanging out?

1. _____

2. _____

3. _____

## How are they marketing their products/services/programs on their website?

1. _____

2. _____

3. _____

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# 4. Craft Your "Big Idea" Statement.

Once you have clarity on the biggest pains and frustrations plaguing your audience, the next step in creating your killer offer is to develop your “Big Idea." statement.

Your big idea is like your elevator pitch, or I help statement. The BIG IDEA is simply the one thing you want your clients to walk away with after working with you. It’s a short, simple, and memorable concept that resonates with your audience and explains the exact benefit provided by your offer.

In my business, the big idea for my program, 2X-10 Less is: “Double your income while working ten fewer hours each week.” or for my group “Go from part time to full time in your business in just 6 months.”

## Create a couple of examples here:

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# 5. Be Clear on the Benefits Your Offer Provides

Once you know the exact problems facing your ideal clients and have created your big idea, the next step in crafting your killer offer is to get crystal clear on the exact benefits your offer provides.

Beyond the basics of finding that dream job, earning more money, losing weight, or meeting your soul mate, what are the specific outcomes and benefits you can offer your prospects.

Most entrepreneurs fall into the trap marketing legend Seth Godin refers to as “Being a wandering generality.”

They use lots of platitudes and generic copy...but leave out the specific solutions their offer provides.

**For example, when I market my 2X-10Less program I don't say:**

- This course will help you make more money.
- This course will help you work less.
- This course will help you grow your business.

These are generalities and any coach or consultant could help you achieve these goals in one way or another.

Instead, my marketing is hyper-specific and lets my prospects know exactly what they’ll get.

Namely that they will “Get access to the exact systems, blueprints, and strategies they need to double their income and work 10 fewer hours each week in two months or less.”

Be very specific. And the more specific you make your offer, the more people you will help because you’ll make more sales your business will grow.

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## Brainstorm the benefits of your offer and create your statement:

| Benefit: | How does it help my ideal client? |
| --- | --- |
| | |

## Benefit Statement:

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# 6. Test, Tweak, Test, Tweak & Test Again

Finally, to take things to the next level you must test and tweak to find the exact words and phrases that push your audience to act. Test your copy on your SM profiles, in groups, on your sales page and even test the name of your offer through posting and polls.

Sometimes, the only difference between a 5 and 6 -figure business is a few subtle shifts in the words you use and the way you use them.

**NOTES:**

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# BONUS: Putting it All Together

## Decide How You Will Deliver Your Offer

Randomly creating offers for clients doesn't bring business growth and can run the risk of confusing people. You've already identified your ideal clients' needs. Now it's time to bring those together and look at the ways you could package up your services so that the offering is clear and helps to bring the solutions your clients are looking for.

To start with, we'll look at the three most common ways to package an offer. Choose one method of for your main offer. This will be the one that best meets your client's current needs.

1. **Tiered pricing**
2. **Pre-booked blocks**
3. **Task-focused**

### A. Tiered Pricing Packages

By offering packages at different price points, you give your clients more choice. Keep in mind you don't want to offer too many choices either. I am a fan of two offers to meet your clients' needs to get started. This way you have two different levels of financial commitment.

You've probably seen this type of package advertised in various places. If you offer services that are not so tangible, such as coaching or consulting, think of packages you can offer on the following basis:

1. **Do it yourself** – where I tell you what you need to do but you do it
2. **Do it with you** – where I tell you what you need to do and then accompany you as you do it
3. **Done for you** - where I do it all for you

This is a way many coaches, consultants, and trainers create packages.

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## Here are a few examples.

### A clutter-clearing consultant:

1. I provide you with all the information you need to have a clutter-free home.
2. I provide you with all the information you need to have a clutter-free home and I work with you on video conference while you're doing the clearing.
3. I come to your home and do the clearing for you.

### A branding coach:

1. I review your current branding and give my suggestions as to what will work better.
2. I review your current branding and we work together to implement what will work better by changing colors, layouts, and designing a new logo.
3. I review your current branding and work for you to do whatever is necessary, so your new branding does what it needs to do for your business.

In these examples the done-for-you solution is the highest price point.

### A business coach:

1. You have an ebook or small digital product priced at $25.
2. From there you invite them into your course
3. And then you invite them into your 1:1.coaching



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## B. Pre-booked Block Sessions

Offering a block of sessions gives clients an opportunity to work with you in-depth over an extended period of time.

If your business involves coaching or consulting, then clients generally won't get the full benefit of all you have to offer if they just work with you once or twice. For continued and lasting results, they need your services on a regular and consistent basis.

If your current revenue model is based on one-off sessions, you'll end up spending most of your time sourcing new clients instead of focusing on your existing clients and helping them get results.

For example, a nutrition coach would serve their clients better by offering a package of 12 sessions over a 6-month period as, during this time, their clients can see and evaluate the results for themselves.

You want to determine the best timeline where your clients will get the most momentum or outcome without overwhelming them.

1. **One month's coaching – 1,000**
2. **Three months' coaching – 2,500**
3. **Twelve months' coaching – 10,000**

## C. Task-Focused Packages

If you have different but related areas of expertise, you could offer a solution based on the most important tasks your clients need.

For example, a virtual assistant does a variety of different tasks and offers a package that covers a certain amount of time with specific and the most important tasks that are included.

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## Examples:

- Social media package to get more followers and engagement includes a strategy call, X/month posting to your profiles, moderating your community, updating your profiles and ensuring consistency.
- Email marketing package to build your list and nurture leads includes a strategy call, writing a weekly newsletter, setting up a lead magnet and follow-up sequence, scheduling an email campaign.
- Blogging package to get more traffic to your site includes a strategy call, SEO research, SEO monthly tracking, writing X blog posts/month, scheduling blog posts

## Here are some other examples:

- Health and wellness coaches could offer an anti-stress package with workouts, meal plans and relaxation methods.
- Book writing consultants could offer an editing, copywriting and proof-reading and a “how to get published” checklist

When it comes to your offer, you have plenty of options to choose exactly what works for your clients and your business.

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# Now Let's Package & Price Your Offer

## Package Your Offer

When putting together offer, think about what you can add to your program that will add value for the client. What will help them get to the outcome your service is designed for? BUT you don't want to give away the house with the horse so to speak. It isn't about giving them everything but about adding value without undervaluing you or your product.

### 1. Which of these would I enjoy creating the most?

- [ ] Packages of 1:1 coaching sessions
- [ ] Video Courses
- [ ] Teach-Yourself courses
- [ ] Challenges
- [ ] Workshops
- [ ] Step-by-step or How-to books
- [ ] Webinar trainings
- [ ] Live events
- [ ] Mastermind sessions
- [ ] Membership sites



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## 2. Which would my ideal client be most interested in?

- [ ] Packages of 1:1 coaching sessions
- [ ] Video Courses
- [ ] Teach-Yourself courses
- [ ] Challenges
- [ ] Workshops
- [ ] Step-by-step or How-to books
- [ ] Webinar trainings
- [ ] Live events
- [ ] Mastermind sessions
- [ ] Membership sites

**Unlimited Email Access** – This sounds like a lot but rarely do people take advantage of this, especially coaches. You might get 1 or 2 emails a month.

**Facebook Group** – Daily interaction with you and others on the program for inspiration, to clear obstacles, interact with others who are in the same business.

**Monthly Membership** – An area where your clients get tools, inspiration, graphics, audios or videos in your niche.

**Templates. Blueprints, Checklists, Strategies etc.** – Prefabbed resources to help them without having to start from nothing.



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**Resources – Lists, Websites, Books, Podcasts etc.** – These are recommendations to help your clients with either specifics to your group or to help with balance in their lives.

**Limited Time Bonus** – Adding in a special bonus or two if the client signs up or completes an action by a certain date can add a ton of value to a program and help sell fill it early.

| | Benefits: | Package: |
|---|---|---|
| Offer: | | |
| Bonuses: | | |

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# Pricing

| CALCULATE YOUR OFFER | |
|---|---|
| **How long will the project take to complete?** | _____ days<br><br>(Convert this to hours if you are employing freelance contractors or doing it yourself.) |
| **Calculate the cost:** | #hours X $hourly rate = $base price<br><br>COST: $ _____ |
| **Add a minimum of 25% more for unforeseen costs:** | Multiply the figure above by 25%. Add this figure to the cost:<br><br>$ _____ |
| SUBTOTAL: | COST: _____<br><br>25%: _____ |
| **TOTAL:** | $ _____ |

*This figure should be factored into the minimum pricing you consider.*



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| | Benefits: | Package: | Price: |
|---|---|---|---|
| Offer: | | | |
| Bonuses: | | | |

# Get Out There & Start Talking To People!



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*Need support? I'd love to help!*

# MY PROGRAMS

DETAILS FOR EACH TIER

## Coaches Launch Lab

A community where you can learn the steps to build an audience of raving fans who want to work with you, create an offer that has them raising their hands, and deliver your program providing amazing transformation for your clients.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

LEARN MORE

## Pro-Coach Collective

An elevated experience for coaches who are looking to take their business growth to the next level, with advanced strategies and tactics to help you scale your business.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

LEARN MORE

## Coaching Biz Accelerator

A group coaching program to build a successful, sustainable business so you can serve your clients in the best way possible and create the freedom you crave in your life.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

LEARN MORE



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