

Welcome to Module 4

- **M1 – Improving Your V.O.I.C.E.**
- **M2 – Aligning Your Sales Mindset
(not icky, sticky or slick)**
- **M3 – Understanding the Value of Serving
& Sales**
- **M4 – The Art of Offer Creation**
- **M5 – How to Overcome Prospect / Client
Objections**
- **M6 – 5 Principles to Building Long-term Client
Relationships**

The Art of Offer Creation

“A sacred part of you will wither and die if you stay inside your Zone of Excellence.”

—Gay Hendricks

Define Your BIG Vision, Your Goals...and Craft Your Offer

*Always start with the end in mind whether speech, seminar or conversation...
what do you want to offer? —Lori Hanson*

In this module we are going to help you define, or refine your BIG Vision (why you are doing this), set or revisit your business goals (what by when) firmly feel and own your Superpowers (what you do that’s unique), *then* help you create your offer and a Path to Profit.

Having a firm grasp on what you want to do, why you want to do it, who you want to serve and what makes you uniquely qualified to do it—will create a level of clarity and direction that will make creating your offer much easier based on *your personal* MAGIC! ‘Cos you got some!

DEFINING YOUR BIG VISION:

What is your BIG Goal, Dream and Vision for your business? Imagine you have NO limits, no time, no money, no spouse or family limitations...what is it you really want to DO, BE, HAVE or MAKE? (Yes, this may feel familiar from a previous module, the more you review, the clearer it will become!)

How would this BIG Vision change your life? What would it bring you that you don’t have now? How would it benefit you—improve your quality of life? Who else would it benefit and how?

Why don't you have this now? What beliefs, fears, limitations, excuses or skills stand in your way of going after it? Be honest with yourself, even if it is difficult to acknowledge.

What are your goals (business or personal) that you set in Module 3?

How much annual revenue? _____ By when? _____

Do these still feel right? __Yes __No

Are these the goals you want to reach this year? __Yes __No

And what is the most compelling reason you want to reach this goal? (Go into business full-time, take a dream vacation, reach _____ people who need your help...) Why is this important

and compelling for you? _____

What is driving your **commitment** to reach this goal NO MATTER WHAT!

DEFINING YOUR SUPERPOWER(S):

Ask coaching for their feedback wherever you can.

At the end of every coaching session, I ask my client, “What was most helpful for you today?” It helps them to identify the biggest value from the session, and provides valuable feedback for me as I coach.

Superpower: It’s what makes you successful in business and life. It’s what enables you to outperform others with ease.

...the gifts you have that are so natural and easy, you may not realize it’s a gift.

Gay Hendricks defines the following “Zones”: Incompetence, Competence, Excellence, Zone of Genius.

What 2-3 things are you merely competent at? (It’s best to hand these tasks off to others to do)

What are 2-3 things you’re competent at—but invest/waste too much time doing? Be honest!

What things are you really good (excellent) at—yet could probably do with your eyes closed?

What are your special or unique gifts, things you do that make your heart sing, you love doing—lose track of time doing them. Would do even if you weren’t getting paid...or things other people tell you you’re good at that you didn’t realize was special because it’s so easy? (Zone of Genius aka Superpower)

How often do you use your Superpower(s) in your day-to-day work? _____

Your Offer Creation Criteria

The more specific you get, the easier it will be to *find* and SERVE your Ideal Client.

My Success Drivers/Criteria:

1. Willing to DO (to create Raving Fans / Lifetime Clients)
2. Don't want to DO
3. My Ideal Client
4. Not My Client

What are you willing to do to create lifetime clients? (Seminars, group coaching, private coaching, training, speak (enterprise clients) online classes (evergreen), host retreats)

What don't you want to do? (won't coach on Saturday, won't coach on Sunday, won't do private coaching, won't speak for free...)

Who is your Ideal Client? Are the individuals, companies, associations...?
Describe them (values self-development, likes the fast-path to success, values relationships, values partnerships vs vendor, value buyer vs price driven, is progressive values expertise)

What problems are you uniquely qualified to help them solve?

Creating Your Offer(s)

Whenever you speak, host a seminar (free or paid), or provide training you want to develop your content working from your offer back (often called reverse engineering). Defining your offer includes:

- What you're offering (training, group coaching, VIP day, Mastermind Group by app)
- The duration (4 weeks, 6-8 weeks, 6 mos, 12 mos)
- What is included (your deliverables)
- Where you offer fits on your Path to Profit
- Their level of investment

NOTE! When providing a service, these are 9 terms you never want to use (these are retail terms that often trigger a prospect in a negative way)

No	Yes
Price >	Your Investment
Cost >	Your Investment
Discount >	Early bird registration, or savings (You'll save \$200 by registering before Feb 15 th)
Buy>	Register/Enroll/Sign up
Pay Now>	Register/Enroll/Sign up/ Save your Seat
Pay in Full>	Prepay and save \$500
Payments>	Monthly Installments or 3 Installments of \$xxx
Reduce Price>	Save \$300 on your registration (offer expires 2/14) always note exp of offer
Upsell >	Upgrade to VIP, Upgrade your package...

Your Path to Profit

Let's look at Your **Path to Profit** and the components of your offer creation (again working backwards helps you to create lead generators that bring your prospects and clients through the **Path to Profit**.) Pick 1-3 to start with and get really good at them before adding more. You do not need an item in all 5 Steps of the your Path to Profit to start.

STEP 1: What 1-2 things will you use or create for Entry/Lead generation (ebook, videos)?

1. _____ Free / low fee? _____

2. _____ Free / low fee? _____

Does this item exist today? If no, when will you complete it? What By When? _____

Make a commitment! This is where it's easy to get stuck. There is no perfect, Ready Fire. AIM. Get feedback and adjust to improve what you're offering

STEP 2: Do you have plans to develop an online course or build a community or subscription?

Yes ____ Program Title? _____ What is the investment? _____

Does this item exist today? If no, when will you complete it? What By When? _____

STEP 3: Do you have plans to offer live events, seminars, trainings, retreats?

Yes ____ Program Title? _____ What is the investment? _____

Does this item exist today? If no, when will you complete it? What By When? _____

Step 4: Do you have a high ticket offer you plan to start with?

Yes ____ Program Title? _____ What is the investment? _____

Step 5: Do you have an elite high-level offer you plan to offer (this is typically by application)?

Yes ____ Program Title? _____ What is the investment? _____

Step 6: Do you have a VIP private or group offer?

Yes ____ Program Title? _____ What is the investment? _____

AGAIN—the goal is to get *moving* and get *Feedback*!

Don't waste time creating a full course when it hasn't been through a test drive yet!

Avoid the pain of development something no one is interested in. I did it for you in '08! 🙅

TIPS for Creating Your Offer(s)

If you want to create traction and see results—avoid these mistakes

- ♥ Shift FOCUS *off* money to *servicing clients* and before you even start
- ♥ Get into your Ideal Client's head as you begin to develop your offer—what do they want?
- ♥ **Make it ALL About THEM >>WIIFM? (What's in it for me?)**
- ♥ Take the time to write out what you want to offer and what it will do for your prospects, this will prepare you for the next step. You want your Ideal Client to read your copy and say, wow, she did that? She knows exactly where I'm at and what I'm feeling. I have to work with her! And you CAN afford it—because you can't afford to waste cycles writing copy that doesn't convert. It is exhausting, will make you question yourself (causes analysis paralysis), and I don't want you to get frustrated, distracted or give up! I want to see you **SUCCEED**.
- ♥ Hire a copywriter to writing your landing page, marketing copy, email campaign and posts When you're a novice this is the area that will kill you the quickest (I know from personal experience) This will also help you to become very clear about your messaging.
 - >I have a wonderful copywriter in the UK who is inexpensive and very easy to work with. Nope, I don't get kickbacks...just sharing her info to help you get moving!
- ♥ Ask people for feedback before you make the offer or market your page. Friends, clients, prospects...I typically recommend you avoid family they do not possess the objectivity you need and unless they are a coach, author or speaker, their input is typically NOT helpful—don't go there!) Ask about my Stacey client Story...
- ♥ Create your annual calendar of events. Know when you next event is and sign them up early for it when they can't attend this one. This is great model to "pre-book" your events.
- ♥ Schedule monthly events and invite people at attend for free. Build "KLT" (know, like...)
- ♥ Only teach what you sell > **Path to Profit**

- ♥ **Plan your campaign timeline before you start**
 - We can discuss in more detail if desired—however the intention is not for this to be a marketing class. If you're a FIP schedule a 30-minute call with me
 - Let go of FEAR = FREEDOM

- ♥ Remember – don't buy into prospective client objectives:
 - Believing \$\$ stories drains creativity and ability to help
 - Money stories are FEAR in disguise (real in their mind)

- ♥ Expect to See Your Desired Results...
- ♥ Become an inverse paranoid> The Universe is out to do me good!

- ♥ **Repeat Daily: **THE PROSPECTS MONEY CONCERNS AREN'T MINE****

Set your Goal for the Campaign or Offer.

Be unattached to the outcome.
You don't need them as a client.
Needy and desperate energy precedes you

Sales Productivity Tips and Practices for Real RESULTS

1 - Refer to your Heart & Soul of Sales Prospecting Tool Kit regularly!

2 - To be successful, plan your week and your days to create full energy toward your daily goals. Avoid “switching hats” too many times through the day.

- Plan 2-4 times per week to reach out, make calls and invite people to have conversations with you. Your goal is regular progress every day/week vs. panic
- Schedule separate days for coaching and training (not same day as sales or marketing)
- Plan at least 4-8 hours per week for creative time (writing, recording videos, writing courses, speeches, etc.)
- Ideally have a separate day for networking, meeting with people, having conversations—this way your head stays in the same energy and focus on serving ALL DAY
- Schedule “out” days and “in” days. Being out of the office for meetings and appointments is separate from sales blocks and creative time—it will affect your energy and can put you in different (less productive) energy states

Tactical Tips:

- Create Your Sales Cookbook (what it takes to meet your goals)
- Know your numbers, are you on-track, ahead or behind for the week, month, year?
- Create a habit of when you start and when you stop (be intentional) this queues your brain that it's productivity time—just like setting up for writing
- Block your Calendar! This is a must for creating Success. Find what days/times work best for you and stick with it.
- Get into the habit of earning money...know what it takes and commit to the task to realize your BIG Vision and who it helps.
- **KEEP YOUR COMMITMENT**
- Set Daily Goals (# of calls, conversations) and MEET them no matter what!
- Set daily goals to get a “NO” and enjoy the bonus when someone says “YES!”
- Use **HSS Your Sales Success Tracker**
- Spend the time to increase your circle of influence—build your brand influence
- Experiment and adjust to learn what works for YOU....Ready, Fire, AIM
- ASK, ASK, ask, ASK, ASK, ask, ASK, ASK, ask, ASK, ASK, ask, ASK, ASK, ask,
- Be curious, persistent, like your dog, your kid, your grandchild!
- Track prospects, deals and trainings in your sales
- Create an Accountability process

Open the prospect's ability to listen (take down the wall):

Would you be open to hearing how I work with clients?

Would you be open to hearing how I could help your organization?

Module 4: Homework

- 1 – Review Your Path to Profit and fill in your Programs/Offer
- 2 – Clearly identify what has to be created before you can make an offer
- 3 – Get feedback from at least 3 people on your intended offer before our debrief/Q&A call this month
- 4 – Review the Sales Tips and Practices—where are you comfortable, what is new and out of your comfort zone?
- 5 – Identify where you need more help and expertise to go all in
VIP members schedule 30-minute call with me as needed
Non-VIPs schedule 15-minute check in call
- 6 – Before next class, note your observations, realizations and “Wow!” moments following Module 4

Next week **Module 5:** How to Overcome Prospect/Client Objections

And remember...

You Have NO Limits

