

YOUR OFFERS

Workbook



NURTURE
TO CONVERT
POWERED BY BOSSMOM
social

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TO CONVERT
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Your Offers

In order to consistently sell and grow your revenue, you need to be super clear on the exact programs/packages you will offer. Use the worksheets below to map out how you will implement your results framework for them and get them the results they desire.

Offer Type

NOTES:

Start at the End

Make sure you are clear on your offers and how you will get paid.

If you want to make consistent sales

- To fulfill this framework what does it need to look like?
- What it is
- What they get
- What the benefits are
- What the pricing is
- Why this pricing structure
- In a proprietary way, what the framework is

Creating Your Package

Order of operations:

DFY -----> DWY -----> DIY

Done for you: (VA services/copywriting/etc.) If you're just starting out, this is a great place to start

Done with you: (coaching) This is a great option if you have training or education for what you're going to offer (Start here if you haven't done one on one, before offering group programs)

Do it yourself: (courses/memberships/digital products) After you've created a system that you've been able to prove results for time and again, you can begin to create your DIY offers and refine over time

LENGTH OF PROGRAM

I recommend starting with 90 days

PRICE OF PROGRAM

I recommend charging a lump sum for the length of the program

COACHING: INITIAL PLANNING CALL

What is the goal of this time together?

What is the result they want to get?

What are we going to do to get them there?

What's going to keep us from getting that result?

Your Results Framework

- Is a picture / visual / model.
- Represents your process.
- Demonstrates what you do for people.
- Is easy for you to explain & draw. (Think: On a napkin!)
- Helps you to sell.

DO'S & DON'TS

DO:

Reverse engineer from your offer

Keep the journey congruent

Articulate **value**

Create a simple framework

Stick to **two** offers

Practice explaining the framework

DON'T:

Create your opt-in before your offers

Think you don't have a framework

Assume you need a clever framework

Skip this step

Have too many offers

"Wing it"

NOTES:

FRAMEWORK BRAINSTORM

A good results framework will help you get clarity on the exact value and result you can provide your clients. Spend time below brainstorming out each part of your framework.

MORE OF

What do they want more of?

LESS OF

What do they want less of?

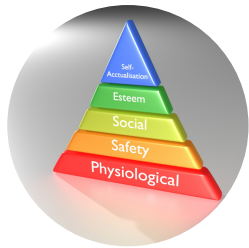
POINT A

What is your client current frustration that they want to change?

POINT B

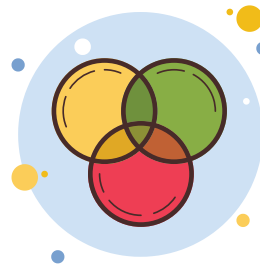
What is your ideal client's desired transformation?

A FEW FRAMEWORK VISUAL OPTIONS



PYRAMID

Can be used to visually demonstrate a hierarchy and/or a process that moves from the bottom to the top. Lower elements are foundational, while higher components are more expert/advanced.
Example: Maslow's hierarchy of needs.



VENN DIAGRAM

Shows the relationship(s) among two or more concepts or variables. Where they intersect represents the solution, result, or outcome.
Example: Entrepreneurial sweet spot (what you love, what you're good at, what people will pay for)



STEPS

Can be used to visually represent (you guessed it) steps in a process, incremental growth over time, or a journey.
Example: Your ideal client scale



CYCLE

May be leveraged to communicate a cycle/life cycle or loop that repeats itself or where one component feeds the next.
Example: The recycling symbol.

YOUR FRAMEWORK STEPS

now let's map out the steps required to get them from point A to point B. These might correlate to modules in your course, how their emotions or behavior develops, what they learn or experience in each step as they work with you.

1

2

3

4

STRUCTURING AND NAMING YOUR FRAMEWORK

If the examples above didn't get you going, here are some thought joggers for both the name of your framework and its visual representation.

NAMES/LABELS

- Blueprint
- Roadmap
- Pillars
- Method
- System
- Model
- Structure
- Formula
- Architecture
- Anatomy
- Ritual
- Create your own (e.g., recipe, flight plan)

VISUALS

- Pillars
- Target/Bulls eye
- Gears
- Matrix
- Bridge
- Spiral
- Network
- Double arrow / spectrum
- Flow chart
- Matrix
- Chain Links
- Create your own metaphor / analogy (Think: Iceberg, cloud, tree, stepping stones)

DRAW YOUR FRAMEWORK

Now it's your turn to draw your own results framework. This will end up as a digital image (check out the Canva templates in the resources tab of this lesson) but drawing a great place to start.

BRAINSTORM YOUR OFFERS

If you are not already 100% clear on your offers - or if you need to narrow it down your existing offers - use the space below to brainstorm what your **two** offers will look like.

HIGH-END OFFER

Notes:

LOW-END OFFER

A Proprietary Framework

- Is a picture / visual / model.
- Represents your process.
- Demonstrates what you do for people.
- Is easy for you to explain & draw. (Think: On a napkin!)
- Helps you to sell.

DO'S & DON'TS

DO:

Reverse engineer from your offer

Keep the journey congruent

Articulate **value**

Create a simple framework

Stick to **two** offers

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DON'T:

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Skip this step

Have too many offers

"Wing it"

Start at the End

Know what you want to get paid for (your offers) and **reverse engineer** your free-to-paid journey from that end point

To be able to tell someone **what you sell**, you need to be able to tell them - quickly and without notes:

- What it is
- What they **get**
- What the **benefits** are
- What the **pricing** is
- Why this **pricing structure**
- In a proprietary way, what the **framework** is

If you are not already able to do this, use the space above to get started. *Framework ideas are presented on additional pages below.*

BRAINSTORM YOUR OFFERS

If you are not already 100% clear on your offers - or if you need to narrow it down your existing offers - use the space below to brainstorm what your **two** offers will look like.

HIGH-END OFFER

Notes:

LOW-END OFFER

NARROW DOWN YOUR OFFERS

Narrow your high- and low-end offers down to your top 2-3 ideas. Hop on a call with a Society member or friend and have them ask questions about each and give their impressions of what you have to offer. (It will be great practice for selling - so make sure you record the call!)

YOUR TOP 3 - LOW-END OFFER

1.

2.

3.

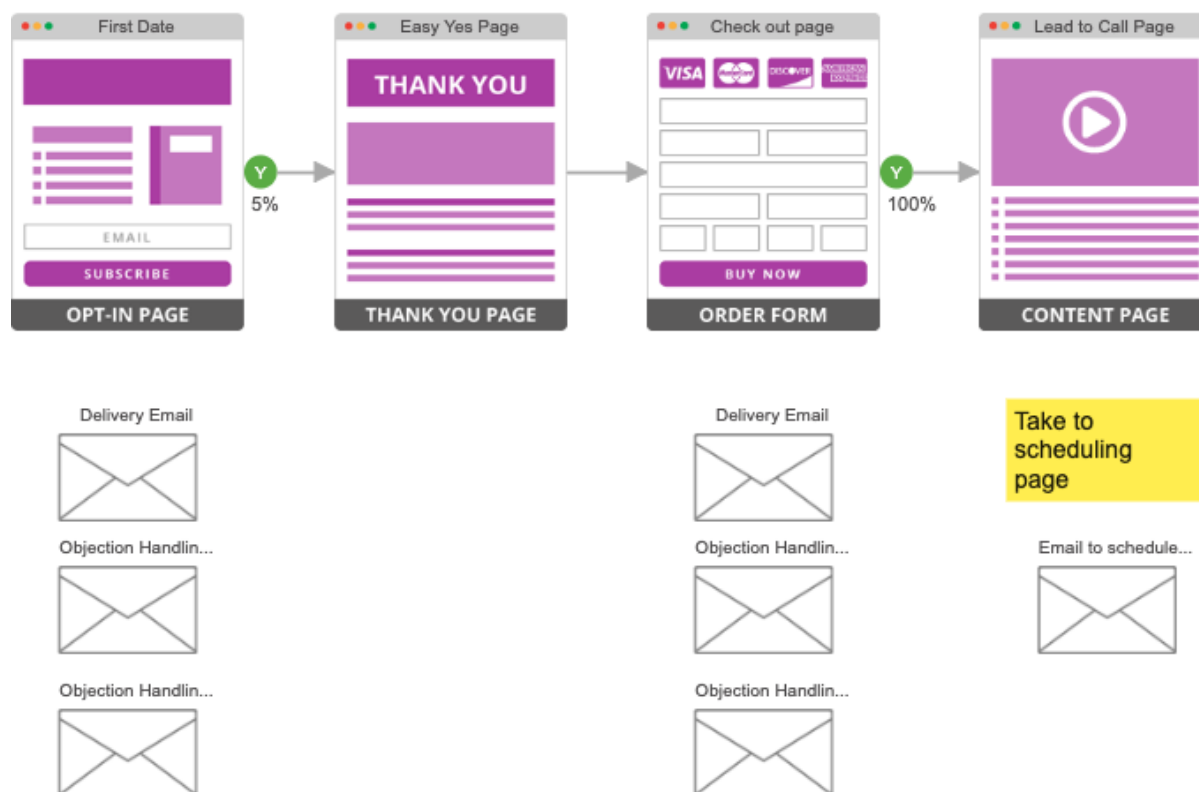
YOUR TOP 3 - HIGH-END OFFER

1.

2.

3.

GO ASK THE SOCIETY



DO'S & DON'TS

Follow the below guidelines to help you create your free to paid journey

DO make sure everything flows

DON'T fall in love (just yet)

DO reverse engineer

DON'T skip the easy yes

DO keep it simple

DON'T keep it a secret

DO ask the community

DON'T make it too big

BRAINSTORM

You may only have a few higher end package options (Commit) but try to come up with at least 5 Easy Yes and Opt-in Ideas.

YOUR - COMMIT

Your higher end service or program

YOUR EASY YES

Your \$27 offer that makes their life easier

YOUR OPT-IN

Your free content that they give you an email for

NARROW IT DOWN

Now take your top idea and write it down below. Make sure that your Opt-in > Easy Yes > Commit flows and makes sense to move from one to the next. Then go to the community and ask what they think. Write their comments below.

YOUR TOP FREE TO PAID IDEA

1.

2.

3.

GO ASK THE SOCIETY