

Transformational Offerings Creation Guide



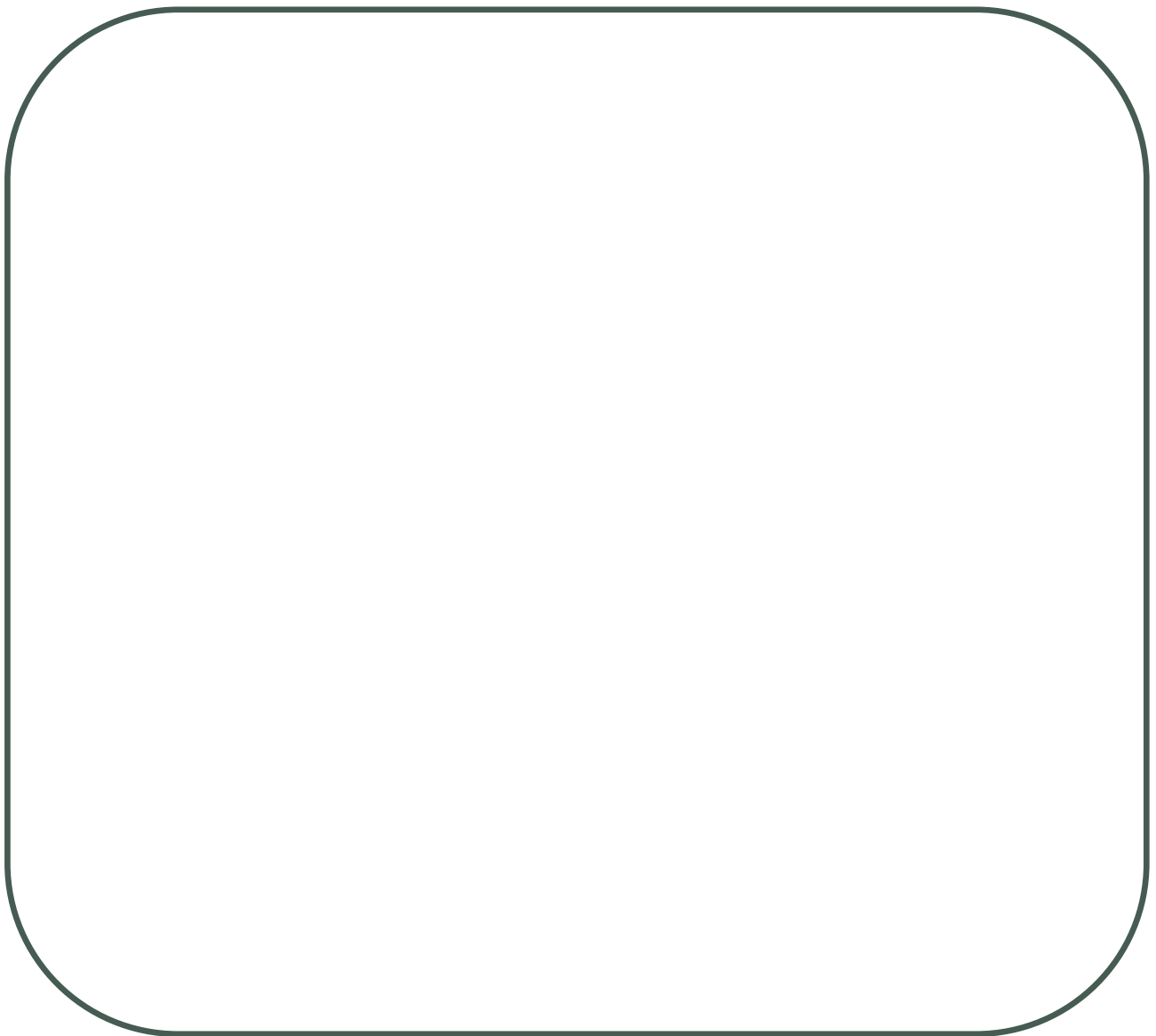
Creating Your Offers

1. Create & Categorize Your Inventory
2. Choose an Easy to Say Yes to Topic
3. Turn Your Inventory into Deliverable Offers
4. Name Your Offers
5. Create Your Pricing

Create Your Inventory

Brainstorm every component you include with your services.

Write down each component on a Post-it® note or index card. Include the extra, little things you do that your clients may not even realize including email support, check ins, reports, initial assessments, follow up actions or implementation if you're giving strategy... You want to squeeze all touch points and service in this initial inventory.



Categorize Your Inventory

Each of your packages could include one item (or more) from each of these four categories:

1

CREATE MOMENTUM

Get your clients started generating results immediately so they feel the value of their investment. This is a key moment where they are inspired and ready to take action based on the service and results you're offering, so help them make the most of it!

- Initial VIP Day (Live or Virtual)
- Group Team Intensive
- Assessment or questionnaire
- Special report
- Starter checklist
- Intake or other getting started activity
- Private topic-specific strategy/kick-start call with key people or team members

2

INCLUDE SERVICES

Include actual touchpoints of service you'll be providing including all automated services (ie. email sequence, webinar or other evergreen product they have access to). Include email and other valuable contact. Some ideas are

- Private consulting
- Private Strategy Call
- Full Day On Site
- Q&A calls
- Concierge services
- Group Conference Calls
- Facebook Group / Forum
- Master Mind Calls
- Private Email (Valuate)

Notes:

Categorize Your Inventory

3

INCLUDE CONTENT

Clients love topic-specific, how-to training so look for easy ways you can deliver your expertise. Remember, you can also include trainings provided by other resources.

- Workbook, playbook, journeybook guiding steps of your signature system / process
- Done-for-You forms, templates, checklists, scripts, etc.
- Audio trainings, meditations, music, guides for steps of your signature system
- Training –Consulting - Calls
- Other people’s content (OPC)– thinkJoint Venture opportunities

4


ADD BONUSES

Bonuses add significant value to your offer and inspire people to say “Yes” quickly

- Topic-specific virtual intensives
- “Pay in full” bonuses can include topic-specific learning or trainings or experience
- Done-for-you materials, examples, templates, scripts, checklists, books,
- “Fast action” bonuses can include additional assessments or trainings
- Recordings of training, meditations, or Q&A calls (for group programs)
- Live event ticket, or other bonus related to your business
- Other _____ -

Categorize Your Inventory

1 **CREATE MOMENTUM**




2 **INCLUDE SERVICES**



3 **INCLUDE CONTENT**



4 **ADD BONUSES**



Choose Your Offer Topic

What makes a great offer?

- ✓ It solves a specific, tangible problem your ideal client knows they have
- ✓ It solves a specific, tangible problem your ideal client is willing to invest in to solve

Your draft topic:

Who is your ideal client?

The problem they experience (daily is best) *"How do they..."*

The solution they want instead (List specific actions or expertise)
"When what they really want is..."

What do they need to learn know, do or have done?

What is their ultimate outcome?

What is their "Why"? *"So they can..."*

Your final topic:

Create Your Package Template

Package Topic and Title

Topic:

Title:

Time Period / Quantity:

Delivery Format:

Package Content Style (version/ format will be delivered in)

Create Momentum (what will you add to get started)

Include Services (What will be needed for outcomes + concierge options, upgrades, or bonuses)

Include Content (Complete this worksheet for each section of content in your package)

Content

Solves the Problem Of

Engagement (Exercise/Activity)

Handout

Add Bonuses

Price Your Package

Full Pay Investment	Full Pay with Quick Decision Savings
\$ _____	\$ _____
Payment Plan Investment	Payment Plan with Quick Decision Savings
Total: \$ _____	Total: \$ _____
Deposit: \$ _____	Deposit: \$ _____
Balance: \$ _____	Balance: \$ _____
No. of Pmts: # _____	No. of Pmts: # _____
Monthly Pmt: \$ _____	Monthly Pmt: \$ _____

Create your offering title

- ✓ Don't try to be clever – aim for clear
- ✓ Long titles are GREAT!
- ✓ Use a specific number (“5”, not “Five”)
- ✓ Use BENEFIT words & phrases

Here Are Easy Title Formulas: (they may or may not be appropriate for your clientele)

“How to _____ so you can _____”

“Free your _____ (urgent problem)”

“How you can _____ in the next _____ (# of days)”

“How to _____ in # Simple Steps”

“# Ways to _____ so you can _____”

“_____ (Adjective) _____ (1 word results) Secrets”

“# Secrets/Keys/Steps/Strategies to _____”

Benefit Words:

Easy	Free	Increase	Decrease	Improve
Reduce	Strategy	Simple	Quick	Fast
Learn	Discover	Learn How	Discover How	Proven
How to	Avoid	Mistakes	Strength	Techniques
Sure-fire	Tips	Now	Maximizing	Experience
Elite	VIP	Platinum	High-end	Personal
Criteria	Premium	Accelerated	High-income	Master Mind
Exciting	Diamond	Application		

Impact Contribution

- ✓ How will this offering align with yours or your organizations impact goals?

- ✓ How will bringing this offering to life impact you?

- ✓ Who else will be impacted by this offer? How? Why?

- ✓ What is one tangible measurable impact goal you aim to achieve with this offering and by when?

Example: By 2030 we've increased the ___ of 1 million people by ___ so that they can ___.

*Tie this to the Core Premise of Your Movement exercise