

THE DETAILS YOU NEED TO SHARE ABOUT YOUR OFFER IN ORDER TO GET PEOPLE TO BUY IT!

Answer the following questions to pull out the information about your offer from your brain and get it on paper.

#1 What's the overarching structure of your offer? How is it organized? Don't overanalyze this.

- PHASES
- MODULES
- THEMES

- STEPS
- PILLARS
- WEEKS

- MONTHS
- CYCLES
- OTHER?

#2 What is each phase / part (whatever) of your offer called? For example, you might have "Step 1 - Skype Call" or "Module 3 - Design Your Website Header"

#3 Why did you structure it this way? Ahem... it should be because it's going to help your clients get the desired result!

For example: "Together, we work through each of the 5 phases of transitioning to your next career. Each phase builds on the previous one."

#4 Now it's time to really sell me on your process! Create at least 3 feature + benefit bullet points for each of the parts / steps of your offer.

Example:

Step 1 - Your Health Profile

- Figure out how your health is going right now so that we can set reasonable health goals*
- Take a blood test to diagnose any vitamin deficiencies, which can cause fatigue and keep you from getting results from the program.*
- Get a snap shot of the right now so that when you make progress, you'll be able to measure it against where you started.*

Now it's your turn! I've created space for 4 parts for your offer, but if you have a 6 module course or more steps to include, you can do them on a separate sheet of paper.

STEP 1 - _____

STEP 2 - _____







STEP 3 - _____







STEP 4 - _____







#5 What collateral is included for your program? It's important to tell people what physical (or digital) things they will get as well as HOW they will experience the offer.

- WORKSHEETS
- WORKBOOKS
- PDFS

- MEMBERSHIP SITE
- VIDEO CALL
- FACEBOOK GROUP

- GROUP COACHING
- ONE-ON-ONE
- AUDIO

If you liked this workbook you're going to LOVE my
Outline Your Sales Page workshop. It's free!



GET STARTED NOW!