

Workbook

Creating A New Offer for your Dream Clients

ASIAN FEMALE

ENTREPRENEUR
collective

Creating A New Offer

I truly believe that in an era of so much change, especially with the pandemic, adapting to our dream clients needs, wants and desires is really important. Especially when it comes to creating a successful business!

We saw this earlier in the year when lots of female entrepreneurs pivoted and took their business online to adapt during the pandemic!

You always want to create offerings that your dream clients will love – not what you think they might love!

Now here is one thing I have learned about sales over the last few years of being in business ~

YOU HAVE TO BELIEVE IN YOURSELF AND YOUR OFFER!

If you are selling from a place of not feeling good enough, or you are not excited about your product or service, trust me this will show energetically through your social media and advertising!

If I think back to everything I have sold out it has been because I was excited, coming from a place of service and value! If you come from a grabby energetic place people will feel that!

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So, it might mean that you need to revisit the mindset module when you create your new offering as some blocks may come up! Things like “oh this won’t sell” and “what if I fail?” But do you know what? IT DOESN’T MATTER! Because failure is not actually failure it’s feedback and learning!

By this point you should be clear on the offer you want to create – if not then revisit the worksheet in the packages and pricing module.

Some of the questions below may not be relevant to you if you are a product based business as products are usually providing joy and sometimes not actually solving issues or problems so just do the questions relevant or adjust accordingly!

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How confident are you in this offering and the transformation it can bring? If you are a product-based business, then why do you believe that this is an epic product?

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Are you completely in alignment with what you are offering?

Do you feel high vibe around your offering? If not, then what do you need to change about it?

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How can you get high vibe and excited about this product/service?

What is the name of the product/service?

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Is there a need for this in your marketplace?

What is the number one issue you are solving for your dream client if you are a serviced based business?

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What is the cost of this product/service?

What transformation does your service create?

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What issue does it solve for your dream client?

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Where is your dream client now in terms of this issue and what are the symptoms of this problem?

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How will your dream client feel when they have had this issue resolved and what are the real tangible benefits?

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Where is your dream client before they work with you and where are they after once they have gone through your product/service? The purpose of this is that you are clear on how you are getting them from A to B!

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What kind of words would your dream client use when it comes to describing their current issues, struggles and pain points? For example, stuck, confused, annoyed etc.

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What are the key benefits and features of your product/service? So, for example for the mastermind it may be; private Facebook group, Hotseat calls, access to a portal etc!

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Why should your dream client pick you over others and what makes your product/service unique?

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What social proof can you offer your dream client to encourage them to book with you? This could be written testimonials and video testimonials etc!

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What is the cost to your dream client if they do not take action with you?

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What objections could come up when your dream client comes to purchase from you? For example; I do not have time for this or, it's too expensive!

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How can you deal with those objections? Think about how you could also address them in your sales page copy etc and in your FAQs!
