Crafting an irresistible offer is the foundational piece you need to sell your program and/or services.

Being able to craft and communicate an offer that is irresistible to your audience is one of the basic things you need to have in place to be able to sell effectively.

You can have a webinar, speaking engagement, or any event full of prospects but if your offer isn’t persuasive then your sales will not meet your expectations.

When you have all of the elements in one handy place you can then use these pieces in your:

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The 8 Elements that go into crafting Your Irresistible Offer:

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**The 3 Rules of Irresistible Offers**

Irresistible Offer Rule #1:

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Irresistible Offer Rule #2:

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Irresistible Offer Rule #3:

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**The 8 Elements That Go Into an Irresistible Offer:**

Element #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Write your notes here:

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**Transformation Exercise:**

The Transformation You Offer: How you craft an offer that is irresistible is not the name of your program or even what is in it...it's the outcome where they end up at the end of your program.

Close your eyes, picture your ideal client, someone you have worked with and you want to ask yourself these questions…what does my ideal client want?

1. Imagine you have a genie, what do you wish for or if what if they could wave a magic wand…what would happen.? Must be specific.

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1. And If you had that…what would it give you?

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1. What is the biggest thing they are struggling with?

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1. Have they tried ( ) why not?

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If you don’t know these answers then you need to interview people to get these answers…

What you want to come up with is a statement of what the promise is of your program which is the transformation you offer.

**Use this to plug and play transformation statement to help you craft your transformation**

To help (target) so that they can (benefit) without a negative thing happening.

Example: I help experts build highly profitable facebook groups without spending hours on Facebook every single day.

I Help Coaches and Healers Create Client Attracting Content And Automate It So That It’s Marketing Their Business 24/7!

I help coaches and healers create a course that they can confidently sell so that they can impact more people with their expertise, escape the time for money trap, scale their business, have less stress and MORE freedom!

Complete the transformation exercise in your workbook and add your final statement to your Irresistible Offer Template.

Write your statement here:

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Element #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Write your notes here:

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**Customer Journey Exercise**

Use this simple worksheet to help you identify and document the journey that students in your course or coaching program is going through. Use this process to create your course modules and bullet points for your Irresistible Offer

**Sad Happy**

**The Big Steps/Milestones They Need to Go Through**

Element #3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Write your notes here:

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**Exercise: Flipping Features into Benefits**

The Benefits: Your customers don't care what's included in your program, they care about what's in it for them...Your offer needs to include benefit-driven bullet points. That is how you sell your course. Your bullet points must effectively communicate how great your program is.

Flipping the features of your modules into benefits will help you craft powerful bullet points for your modules.

Features are facts and the benefits are much more desirable as they are the feelings and experiences that your audience is craving and will subconsciously relate to…

Go through your modules and list out each feature included in your module on the left hand side of the worksheet below.

Then on the right hand side craft benefits and you can refer back to the bullet point exercise to help you craft great benefit statements.

Do this for each module and bonus you have in your program.

Example:

| **Feature** | **Benefit** |
| --- | --- |
| Presentation Template | So that you can write your presentation faster and know that you’re doing it correctly |
| Focused Work Sessions | You’ll feel supported and encouraged to implement what you learn in this course so that you get your return on your investment. |
| Live Coaching Sessions | Get the exact feedback you need to master this skill and do it in a fun and empowering environment. |

Module #1: Name

| **Feature** | **Benefit** |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Module #2: Name

| **Feature** | **Benefit** |
| --- | --- |
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Module #3: Name

| **Feature** | **Benefit** |
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Module #4: Name

| **Feature** | **Benefit** |
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|  |  |

Module #5: Name

| **Feature** | **Benefit** |
| --- | --- |
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Bonus #1: Name

| **Feature** | **Benefit** |
| --- | --- |
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Bonus #2: Name

| **Feature** | **Benefit** |
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|  |  |
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Bonus #3: Name

| **Feature** | **Benefit** |
| --- | --- |
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Element #4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Write your notes here:

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**Exercise: Create Objection Busting Bonuses**

This exercise will help you compile a list of objections that your prospective clients have and create bonuses that are the value you add to your program that will help overcome their objections.

Definitely include time and money, I always do a post launch survey and I hear those objections time and time again.

Think about the doubts that they have about themselves…

* I’m not technical
* I’m not good on camera
* I’m not organized
* I don’t have time

Note: Create a big list, don’t worry about the number of bonuses you have right now. However a good rule of thumb is to have 3 bonuses for your program. And…you can bundle bonuses into one bonus so that you can condense everything into 3. You will want to refer back to the benefit bullet points exercise to craft bullets for each bonus as well.

Example: In my Content Marketing Course I bundled my Right Content Mini Course plus my Planning Session and my Content 12x system in and called it the Dial in Your Content Bundle.

I did this because I don’t teach all of this in the program but I knew they needed content to get started automating it and this teaches them how to create content.

On the worksheet below: List all of the objections on the left that people would have about investing in your program or service.

Then when you are done come up with a list of bonuses you can offer that will address their objections

| **Objections** | **Bonuses** |
| --- | --- |
|  |  |

Kristen’s Examples:

| **Objections** | **Bonuses** |
| --- | --- |
| I don’t have money to invest in expensive stuff. | Free Plug and Play Wordpress Course Platform |
| I’m not technical | Easy to use Wordpress Drag and drop Course Platform + Tech Training Made Simple |
| I don’t have an email list | Email List Building Program |
| I don’t have time | Rapid Course Creation System |

**Bonus plug and Play Scripts**

Here are a couple of bonus plug and play scripts that you can use for your sales pages, in your webinars and in your email copy:

I have some extra goodies for you.

The ( add number of modules) main modules of (YOUR PROGRAM NAME) will completely transform the way you ( ). But that is only the beginning.

When you join (YOUR PROGRAM NAME0 you will also get 3 massive bonuses to make your progress even faster and your success even easier starting with…

Or you can use this one:

And because “GIFT-GIVING” is my love language…I’ve got more for you

When You Enroll in (NAME OF COURSE You’ll Get Additional gifts valued at ($ ) designed to speed Up & Simplify ( results your program gives them )!!

Then refer back to the training we went over in the modules and apply that to crafting the copy for your bonuses. The only addition you want to include with each of your bonuses is the value of them.

We will cover this in #8 creating the value of your program using the 10x value stack

Element #5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Conversion Story Exercise:**

Your personal story is one of the most powerful factors in selling your stuff. When you get this right you can tell people what you do and the transformation you provide in a way that draws them in and gets them to start thinking…”I want that.”

It’s a personal story about why you do what it is that YOU do…. And how you got there. A good story takes the reader on the journey with you.

Telling your experience of what you have gone through to get to where you are today is more powerful than any PHD.

**Write down what belief your audience must have about your vehicle**

You can use this simple template to write yours ( Vehicle ) is the most effective way to ( achieve what they want, the transformation ).

Example: Youtube is the most effective way to build an engaged audience online.

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I’ll give you an example.

When I’m selling smart Simple content marketing, the one epiphany that people must have before they join the program is realizing that crafting evergreen content that builds their authority (and automating) is the fastest way to grow their expert business.

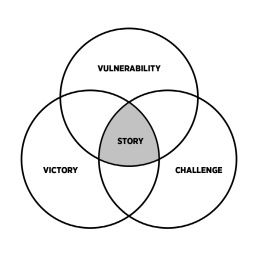
I’ll usually tell a story about how I discovered how to craft a content plan and execute it and what happened as a result…

My story authentically presents the struggle, the uncertainty and the challenge that I experienced before I discovered and created my unique method.

This allows the audience to connect with the human side of me.

In fact, when I tell a signature story, there are three key elements I recommend that you include.

**The 3 Key Ingredients of Signature Stories**



**Your Vulnerability**

When you are vulnerable — in other words, you allow the audience to hear a story that shows your frailty as a human being — it will instantly create connection. The way social media is moving these days suggests that this principle of vulnerability is one of the driving forces of success on these platforms. People need to know that you are real. They don’t follow robots ; they follow people. Show them you’re a person.

**Your Challenge**

The second ingredient that’s important for a signature story is showing the audience that you experienced difficulty or resistance in achieving your goal. When something appears too easy for someone, the audience will reject it and feel like it’s not going to happen that easy for them.

**Your Victory**

The third ingredient is to show the win. A story without a sense of victory or overcoming is really just a whole lot of drama. When you can tell your story in a way that shows you’re human — that you experienced a challenge but eventually overcame it to now live in the victory — it touches on all of the human emotions needed to transfer the belief you’re intending to install in your audience’s mind.

**Let’s create YOUR signature story….**

What experiences have you had that could tell the story of how you came

to this belief? What experiences impacted you and caused this epiphany?

Write your answer here:

|  |
| --- |

**Plug and Play Template for Your Personal Story Outline:**

| **Outline** | **Your Content** |
| --- | --- |
| **The Situation:**  Describe the situation in detail, starting with a specific moment |  |
| **The Resistance:**  What was the internal/internal challenge you were facing? |  |
| **The Desire:**  What was your desire or what did you want differently in your life externally/ internally? |  |
| **The Decision:**  What decision did you make that made the difference for you? |  |
| **The Breakthrough**  What was the breakthrough that occurred and how did this feel? |  |
| **The Epiphany:**  What was the insight or epiphany that you learned? |  |
| **The Importance:**  Why is this epiphany important to your audience? |  |

Here’s my story:

I’m Kristen Poborsky and I help Healers, business and life coaches dial in and implement their content strategy including course creation so that they can attract more customers into their practice.

I’ve been working with my clients and students creating courses that sell since way back in 2014 and I’ve seen online learning grow and change from recorded calls and a password protected page to a much more sophisticated method of course delivery and engagement using tools such as zoom, loom and online course delivery platforms with all the bells and whistles.

This was my revelation…You're literally one You're one COURSE away from having the breakthrough in your business...

Now today it is so much easier…there are so many tools that make a course so easy….

Let me share with you how this works and how you can do it too…

Element #6: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Exercise: Gather testimonials and Case Studies

Make a list of people that have had success with your program, system or whatever it is in your offer. Ideally you want 3 or more but if you don’t that is okay!

You can always use your own story for the case study if you are just starting out.

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If a client has agreed to be the subject of a case study, they obviously are happy with the service/product you provided.

I highly suggest that you conduct the interview on zoom, record it and then have it transcribed. This will save you a lot of time and help to keep you engaged during the entire interview instead of worrying about taking notes.

Take advantage of their enthusiasm by asking open-ended questions and letting your interviewee gush about your organization and the solution you provided.

**Case Study Interview Questions**

* **Tell me about you and what you do?**
* Asking this question first is a good icebreaker to get your interviewee talking.
* How did you find us?
* you definitely want to include how they found it in the case study.
* Why? Especially if they found you online or through a referral thi will strengthen your position as the go-to person in your niche.
* **What challenges/problems were you having that you needed help with?**
* Listen carefully to this question’s answer.
* Ideally, the challenges and problems the client was facing are exactly what you should be addressing in your marketing. This can give you some great copy ideas!
* What did we work on together that really stood out to you?
* Most often, the client will say how the work together was seamless and that you were the reasons for such ease.
* The answer should give you some great marketing insights and more marketing copy ideas.
* **How has our work together helped you?**
* Dig into the success, the after picture of their business/life after working together.
* This information is important because it provides the basis of the case study: “X Used Our Solution and Achieved X Hundred Percent Growth.”
* Getting numbers and a clear after story solidifies the entire case study. The more hard numbers, the better.
* **What have you been most impressed with?**
* Here’s another chance for the client to sing your praises.
* Is there anything else we should know? If you’ve been thorough, the answer to this is likely no, but the question still offers a chance for the interviewee to conclude.

Element #7: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Guarantee Plug and Play Templates for You to Use:**

If you feel like you don't get ( ) from (NAME OF PROGRAM), email the support team at (EMAIL ADDRESS) ANYTIME during the first (30 or 60) days. Show us that you actually did the work and we’ll happily refund your full payment.

The best part is this:

If you think there’s a slight chance (NAME OF YOUR PROGRAM) can work for you, you should enroll today.

Because you can try the material…and see if it’s the right fit for you over the nest (30 or 60) days. No guesswork needed. Use the material and see for yourself.

If it works, you ( ) will never be the same.

If it doesn’t work, email my support team at (EMAIL), show us you did the work and we'll give you a prompt refund.

This is why I am happy to offer you a risk-free (30 or 60) guarantee.

It’s a no-brainer…

Element #8: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**10x Value Stack Exercise:**

Course Price: 997

The Value of Your Course - this is the price you would charge for someone to work 1:1 with you…$9997 or higher

Explain the value of your course like this: When I work 1:1 with clients handling their content creation and marketing I normally charge them anywhere from $1100 to $1500 per month which works out to 13,200 to 18,000/year.

Bonus #1 Dial in Your Content Bonus bundle $3197

Bonus #2: Branding Bundle $1297

Bonus #3: Content 12x Multiplier System $597

Bonuses Total = $5091

Course Value = $18,000

Here is how I communicate it visually for my sales page and in my presentations:



Yes my value stack is 20x but it is the price people are willing to pay me to work privately with me and get everything done for them.

**Exercise: Calculate Your 10x Value Stack**

So let’s calculate your 10x value stack. And don’t worry if your course value isn’t 10x, you can price out your bonuses to make up the difference.

| Course Price: |  |
| --- | --- |
| Course Value: |  |
| Explain your Course value why you charge for this… | |
| Bonus #1 Price |  |
| Bonus #2 Price |  |
| Bonus #3 Price |  |
| 10x Value Stack: Your Course Value + the price of all 3 of your bonuses: |  |