

Foundation of Your Offer

(This is intended to be completed in a classroom environment. If you are watching the replay, open both documents up, watch the video, pause when you get to each step, fill out the sections, resume play, and continue this pause/play approach until you complete the template. We will use this again in a month to craft your offer that can be used on sales calls, to sell from the stage, and to explain your offer to those you speak to about your business)

You need to know **3 core things to start** on any solid offer:

- PROBLEM - What is the problem that they are experiencing?
- SOLUTION - What do they need in order to solve the problem?
- RESULTS - What are the tangible and specific results they will have from solving their problem?

Here is my **basic example** from working with veterans with PTSD:

- PROBLEM - They can't be with their own intense emotions, especially anxiety. Their anxiety is so high that their relationships, work, and life are suffering. They struggle to be in groups or large social situations. They don't know how to talk about the traumatic event. They feel detached from those around them and their own life. They use alcohol, drugs, and screens to numb the pain.
- SOLUTION - Emotional regulation techniques, meditation, pages exercise, and communication skills. Practice relating skills in live workshops with others in the class. Shift the mindset from "hide the trauma" to "my trauma is part of what made me who I am, it made me stronger." Implement a daily morning Regulation Ritual to begin practicing regulating their nervous systems. Create cheat sheets for their wallets and fridges for the intense moments. Daily 10-minute meditation exercise, write 3 pages every morning, and practice listening skills with someone 3 times a week minimum.
- RESULTS - More connection with loved ones, feel joy in life again, and able to deal with anxiety. They have tools to help with their anxiety and to stop analyzing everything. Able to go to larger group social gatherings and enjoy themselves. Can talk to their spouse, family, and friends about what happened. They feel hope again. They are no longer hiding what they feel. They can be with their anxiety and intense emotions so they can communicate, perform better at work, and feel a sense of belonging.

Build the Offer

- **Name Your Program (Use what your client most wants or come up with a name for group programs)**
 - Victim to Victory - How veterans can thrive with PTSD
- **Customer Avatar**
 - Veterans with PTSD who are struggling in their relationships, friendships, and don't feel alive. They have served in a war. They are struggling to talk about what they went through. (Put link to your customer avatar sheet)
- **Length**

- 12 weeks
- **Price**
 - \$1,997 or \$747 per month for 3 months
- **Deliverables**
 - **Features**
 - 12 x 90 minute Zoom group coaching classes with Warren including 30-45 minutes of live practice on each call
 - 12 x 1 hour Zoom meditation calls with Rob
 - Monthly small group 1 hour call
 - **Tangibles**
 - Victim to Victory workbook to go in tandem with class mailed to each client
 - Replay access of all calls in Xperiencify site
 - Getting started, worksheets, and weekly classes added to Xperiencify site (will be turned into virtual version of class for offline learning or more affordable version)
 - Facebook group for community connection
 - Small groups assigned that you will be able to meet up with, practice, and hold each other accountable to your home practice
 - **Unique Tangibles (What makes your offer more unique than other ones?)**
 - Unlimited Email and Voxer access for questions answered on Monday, Wednesday, and Friday
 - 4-hour Saturday Communication Clinic at 45-day mark where you will learn how to work through any fight, reconnect with your partner, and take your relationship to the next level plus you can bring your partner
 - Final Celebration - Victory Summit
 - Laminated Battle Plan for on the fridge mailed to each client
 - Weekly contest winners with prizes
 - **Bonuses**
 - I know you will have questions and you might have even taken other courses where you felt left out or like you fell behind so I'm giving you unlimited Voxer access to me, I check every Monday, Wednesday, and Friday if you sign up today
 - Free access to Tier 1/entry level program, money applied from Tier 1/entry level program to this program if you sign up
 - 1 hour private Joint Operation Planning Zoom call with Warren if you sign up today
 - **Satisfaction Guarantee**
 - Try Victim to Victory for 2 weeks, if you decide it isn't for you for any reason you get all of your money back and keep what you got
 - I guarantee you will have the tools and techniques you need to thrive with your PTSD IF you apply them, use them, and practice them regularly
 - If you show up to at least 10 out of the 12 classes, complete your homework and provide proof, and you were active in classes by asking 1

question a class and Voxer me when you get stuck you can attend Victim to Victory again for free on the next rotation