

Offer Clarity Workbook

WELCOME

Hi, I'm Sofia Ibrahim, a Money and Attraction Marketing Coach passionate about helping solopreneurs reclaim their confidence, unapologetically share their gifts, and get generously paid for transforming lives.

My mission is to help clients ranging from coaches to freelancers to aspiring home-based business owners build profitable ventures one step at a time. I aim to assist my clients in realizing their dreams and taking bold action while embracing their individuality and authenticity.

Something that's especially important in my practice is to help my clients ***earn while they learn***. That means not waiting to start making money until you have everything perfectly perfect and ready to launch, but instead ***creating and launching an offer quickly so you can get paid, continue growing your business, and iterate on your offer with feedback from real clients***.

In this actionable guide, we'll cover:

1. The 7 Common Mistakes Most Startup Coaches Make
2. The Distinct Differences Between a Product and an Offer
3. Why You Need an Offer (And Why Most Coaches Aren't Creating One!)

Plus! I'm gifting you my cheat-sheet on how to create an offer so you can start selling quickly.

Whether you're a new coach seeking to establish your business or looking to refine your marketing strategies, this workbook is designed to create clarity and provide actionable steps to propel your coaching journey forward.

Let's embark on this journey together and unlock the potential of your coaching business!

~ Sofia

PART 1:

The 7 Common Mistakes Most Startup Coaches Make When Promoting and Enrolling New Clients

In this section, we'll explore the seven most common mistakes coaches make when promoting their businesses. Whether you're just starting out or looking to refine your marketing strategies, understanding these pitfalls can be crucial for your success.

1. They focus on selling skills rather than making a connection.

Many coaches start a business by sharing their passion and purpose and the benefits of their coaching skills, whether that's EFT, NLP, CBT, Human Design, or something else. They rave about the methodology and how skilled they are at delivering it, not realizing one essential missing element: *what these skills can actually do for their ideal client.*

This is about answering the question, "What's in it for me?"

When you fail to connect the dots between your skills and what problems they can solve for your ideal clients and their specific pain points, you've likely made an impression, *not* a connection.

When you're able to connect the dots around how these skills can tangibly help your clients, they're no longer just intrigued by your coaching credentials and skillset but also how you can solve their problems, which leads them to feel more inclined to work with you!

2. They set their fees too low for the value provided.

This is, sadly, a very common mistake in the coaching industry! Coaches try to promote their business by setting their fees at insanely low price points, which creates more than one problem.

I remember a conversation with a friend back when we were both so excited about our new coaching businesses. She told me she'd set her fees at \$20 an hour. (*Gasp! I know...*) I likened that to the fees of an experienced babysitter, teacher, or tutor because they're similar to coaching in that they're focused on teaching, mentoring, guiding, and supporting others toward a breakthrough. While the per-hour rate seemed "fair" and "right" at the time, I've found time and time again that setting your fees too low often sabotages your business!

Here's why:

- You have to work even harder to cover your overhead. There are only so many hours in a day (and only so many hours you can work!). At \$20 per hour, it's challenging to turn your part-time business into a full-time income stream that supports you *and* your life.

- When prospects hear that rate, the perception is that it's cheap and not great quality which tends to repel your ideal clients who are genuinely seeking value and quality services and who are also *willing* to pay a premium for them.
- The clients you attract at such a low rate aren't fully invested in bettering their lives. Because the investment is so low, they more easily give up when they hit that first wall of resistance.

Building a successful coaching practice rarely pans out well for coaches when they charge too low, which leads us right to the next common mistake new coaches make...

3. They raise their fees with an employee mindset.

In addition to starting with low fees, many coaches then begin to work extremely hard trying to prove their credibility, worthiness, and why they deserve to be paid a higher fee. They overdeliver, giving more than what their clients can even handle and making themselves available for 24/7 support. This not only affects their quality of life (and health), but also how they show up in their business.

As a coach, your cup must *always* be overflowing with abundance, confidence, and good energy in order to properly show up and support other people. If your days are jam-packed serving others, learning new skills to justify higher rates, and taking care of your daily commitments, you have little room to nourish your own soul! It's hard to be at your best in your life and business when all your energy is channeled elsewhere and with little monetary gain. Because of this, it's not surprising that many coaches quit early on because the return is so poor.

4. They copy other coaches and fail to set themselves apart.

Many coaches set up their social media accounts and websites because they saw how other coaches did things. While they're not totally in the wrong, copying (doing *exactly* what someone else does just because they did it) vs. modeling (understanding *why* things were done the way they were) leads to a point where they feel lost, not knowing what the heck they're even doing.

You know you're lost when you're:

- Constantly revamping your positioning statement
- Chasing after clients instead of attracting them
- Comparing your rates to everyone else
- Going in circles and always landing in the same place

This is where having clarity in your business—your business brand, niche, ideal clients, pricing, and marketing strategy—can get you unstuck and standing out in the marketplace (even with just one social media profile!) To learn more about how you can achieve that, [click here](#).

5. They don't know how to promote their business online.

Many coaches don't understand what online marketing is *or* how to utilize it. They see how easy it looks for others to find success online but lack the understanding of how much work actually goes into a solid social media post or how to create a YouTube video that gets views (and converts!) This leads them down rabbit holes and keeps them stuck in a spot of perpetually "figuring it out." So much so that they lose sight of the purpose of starting their business.

6. They don't understand what it really takes to hit six- and seven-figures.

Thanks to the noisy world of social media, many aspiring coaches believe they can hit six- and seven-figures simply by doing what the big influencers are doing—putting up videos, social posts, and a website all on their own. Unless you're skilled at turning a website or social media profile into a money-making machine, you're going to need a business coach to get you started!

As a business coach, I've learned how to compress time, stay accountable to my goals, and get unstuck at all levels of building my business—and *I've helped many clients do the same*. There are too many incredible coaches and entrepreneurs who fail to gain any traction because they don't understand the intricacies of online marketing, business building, offer creation, and sales, which is why I became a business coach myself. If you need support, [click here](#) to learn about working with me. I'd love to help you create *sustainable, long-term* success!

7. They're shy about standing out online.

There's a saying that goes, "Don't blow your own trumpet," and it's this idea that makes many coaches cringe about telling the world what they do and why they're great at it. They fear criticism, shame, or being laughed at, so many give away their services for free with the hope that someone will spot and value their talent enough to start paying premium fees. But as we all know, these opportunities don't often fall into our laps! And if they do, they're not at all consistent.

That's why, as a business coach, I help my clients work on their inner landscape *in addition to* the outer work of building a business, creating compelling offerings, developing aligned and effective marketing strategies, and becoming skilled at sales. When you work on your self-worth and confidence, you feel at ease sharing your genius in an unapologetic way!

PART 2:

The Distinct Differences Between a Product and an Offer

If you're ready to stand out online, create an impact in people's lives, and get paid well for what you do—it starts with developing a clear, sellable offer! But... *what even is an offer?!*

If you Google "offer," you'll get a definition that doesn't quite align.

In fact, I much prefer this explanation of what an offer is by Jean Gianfagna:

The offer is the proposition you make to the prospect in your direct mail or e-marketing promotion, the "deal" you're proposing if the prospect says "yes."

The offer has one purpose: To generate a response. A great offer engages the prospect with its value and its relevance to the prospect's needs.

An offer is basically a proposal or a deal you make with your prospect with the intention for them to say yes. It can be a product, service, content, downloadable PDF, podcast, meditation audio, or even trading an email address in exchange for them to receive a free resource (like this workbook!). It can be free, paid, discounted, packaged, or a bundled deal.

You might be wondering, "But that looks a lot like buying a product," and you're not wrong! I felt the same way, too. So let's look more closely at the difference between a product and an offer.

The difference between a product and an offer:

In business and marketing, a product and an offer aren't the same.

Take an egg as an example. The product *is* the egg, while the offer is ways to *sell* the egg:

Product	Offer
Egg	Selling a piece of an egg, eggs by the dozen, a fried or boiled egg, turning it into a quiche or frittata at restaurants, etc. There's still an element of an egg (the product), but they're presented and priced differently (packaging).

Here are more differences between a product and an offer using the egg as an example:

Product	Offer
Often mentions features and benefits.	Encourages you to take action.

That's the power of having an offer.

You're less likely to get that phone, watch, table, or bowl of salad if it merely describes the features and benefits—you're more likely to buy the one that has an offer because of the *value* of that offer.

Here are some more examples of an offer to get your wheels turning:

- No monetary exchange
- Involves an investment
- Free samples
- Buy now
- Download a free PDF
- Limited-time discounts
- Free gift
- Payment plans
- Discovery call

What are other offers you've seen?

Take a look at what's currently on sale around you and differentiate the product from the offer (write your answers below):

Product	Offer

PART 3:

Why You Need an Offer (And Why Most Coaches Aren't Creating One!)

In this section, we'll explore the significant benefits of creating an offer for your coaching business and why it's essential for your success. As a reminder, an offer is more than just a product or service; it's a powerful tool that can help you expand your audience, increase engagement, boost sales, and establish your brand's value in the market.

So why should you create an offer?

The benefits of having an offer alongside your product are massive and include:

- Increased target audience. This is true when your offer doesn't have a price attached, such as free training, cheatsheet, gift, etc.
- Increased engagement of potential and loyal customers through regular communication, such as email newsletters, social media posts, etc.
- Increased sales through a compelling offer that converts prospects easily.
- Added value for a product or service that cultivates a successful image for your business.
- Expedited sales of your products and services through the offering of fast action bonuses, best deals, and discounts or specials.

Despite the benefits of having an offer, most coaches aren't creating one because of the factors we covered earlier and also because they don't understand the fundamentals of online marketing (which is *far more* than copying or modeling what influencers are doing on social media!)

Lucky for you, I created Charge What You're Worth to help coaches break through the inner blocks that prevent them from making more money and to get clarity around the money-making opportunities that are present in their business. [Click here](#) to learn more!

All that said, many who do have online marketing know-how are still unsure how to bundle their expertise and turn it into a lucrative *offer* rather than just a product or service.

Don't worry, though!

I've got you covered in the following worksheet...

BONUS

The 7 Must-Have Bullets: An Offer Framework to Kickstart Your Business

As promised, I'm sharing how to craft an offer that will jumpstart your coaching business while you're still figuring out the nitty-gritty of your online marketing strategy. You can easily craft this in your email autoresponder (I use Aweber), or you can create it using Google Docs, sharing the link or downloading it as a PDF that you send to interested parties.

1. Name of your coaching program.

You want to name your program so that it states *very clearly* one or several of the 10 things people *actually* buy. To learn more about this, check my [Pinterest](#), then craft your name here:

2. The big promise.

Nobody buys coaching, NLP, EFT, or any other methods you use in your services; they pay for their ultimate dreams to come true! So what's the promise of your offer? State it here:

3. This is for you if...

This part of an offer connects you with your ideal client around their actual hopes and dreams. This is where you can state more of their desires. So, what are those? Write them here:

4. What your offer is about.

This is where you explain to them how you can help them. It's important to be as specific as possible! It's not enough to say, "live your dream life." You're not an inspiration quote; you're a coach for unique individuals. So what *specifically* does your offer help them do? Write it out:

5. What your offer includes.

This is where you discuss *how* you are going to help your client solve their problem. What modalities, features, and deliverables come into play to support the work? Write them out in detail:

6. Call to action.

This tells them what to do to get started, and shouldn't be overlooked! It could be a link to book a discovery call, click the "buy now" button and invest, or fill out an application. What is it:

7. Testimonials.

If you have testimonials or endorsements, this is the place to list them. If you don't have any, you can use statistics to support the benefits of your product or service.

[Here's a sample](#) offer that I created using this outline when I first started coaching.

There's a whole lot more to creating an offer and building a successful business, but this is the easiest way for you to earn while learning the ropes of marketing your business online.

So, where do you take it from here?

Follow me on [YouTube](#), [Pinterest](#), and [Instagram](#) to learn more.

There's magic to creating an offer that converts, building a brand that's as unique as you are, and learning how to market your business in an aligned way. If you're ready to go deeper into this work and need support, check out my [Charge What You're Worth private coaching package](#) and [fill out the application](#) so we can see if working together is a good fit.