

## Plug & Play Offer Creation

### PLEASE READ - About This Worksheet:

If you do not complete this part of the process, your sales call / process will take a huge hit so we want to make sure we spend the necessary time on it.

## PART 1: CRAFTING YOUR METHODOLOGY: ALL OFFERS

### Transformation Timeline

**EXPERT TIP:** Open up your Niche Worksheet and use your answers from "Part #2 Crafting Your Avatar" to help complete this section of the worksheet.

1. What is your client's starting point / current situation? (Please enter as much detail as possible)
2. What is your clients' desired result in 90 days onwards? (Please enter as much detail as possible) The goal here is to change their life as much as possible. (e.g business, health, relationships etc)
3. What are the 3-4 individual pillars required to achieve this result? Use a pen and paper to draw a transformation timeline so you can identify all the individual steps. Once done, write out the steps and number below. (e.g. Pillar 1: "ABC", Pilar 2: "XYZ" etc...")
4. Go back through the pillars and rename 1-2 of them with your own unique name (e.g Leads on Tap (Business Coaches/Agencies) Eat anything anytime (Fitness coaches)
5. What is the inevitable future problem your clients are going to encounter when they hit their initial 90 day goal? (e.g. sustaining the weight loss OR lead flow becomes dry \*Niche dependent\*).
6. What is the name of this "future" bonus pillar going to be?
7. What is the name of the entire process? It's helpful to use the words "system", "Accelerator", "process", or "method" in the name. You can use an acronym such as the "F.I.T. Method" for fitness coaching as an example OR Leads on Tap Accelerator for anything B2B. or keep it

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in-line with your brand such as the "Breakthrough Method " if your company was called Breakthrough Nutrition / Funnels.

8. What is the name of your program? You can use the words 'program', accelerator, 'blueprint' or 'academy'. Eg The Super Dad Academy (fitness example) E.g. Elite Leads Academy (Business example)

### **Deliverables**

- **EXPERT TIP:** *You can always add to your coaching experience but it's very difficult to take away. I have been a part of 100s of clients' business journeys who have scaled to 10k+ month and then realised they are "stuck" because they have committed too much of their time to coaching clients. Aim to build your program where your total contact time is 30 minutes per client per a week to leave enough space for high income activities (sales, marketing, content and planning).*

1. How are you going to deliver your coaching?

#### **Example:**

- 1x 1:1 Onboarding call (30m)
- Weekly 1:1 15-30 min calls
- Mon-Fri Messenger Support Unlimited
- VIP Facebook Group
- Membership portal (PTDistinction / Kajabi)

## Pricing

At this current stage of your business, you should have ONE core offer with the intention of later down the line having multiple ranging from \$9 per month to \$5000pm. However right now let's focus on our core ONE at a price point of \$1500+ for 90 days

1. What price will you be selling your offer at? (Do not go lower than \$1500)

## PART 2: PREPARING YOUR OFFER BREAKDOWN

***HOW THIS WORKS:** Now you've got the building blocks of your offer, it's time to position them inside your sales pitch. You'll notice the seemingly random numbers and letters assigned to each heading below. These signify which section of the sales script you'll be plugging your pitch into. Don't worry about how that all works right now, simply replace *any of the red text* with your own answers. Let's get into the script...*

### OFFER BREAKDOWN

**YOU:** Gotcha - so do you still have your pen and paper to hand?

**THEM:** Answer

**YOU:** Great, write down **1 to 4** with a good bit of space between them to take notes on each. **1,2,3,4.** (Note: Edit these numbers to match how many pillars your process has)

(wait for them to acknowledge they have done this).

**YOU:** OK - let me preface this by saying that everything I do is all customized on what's best for the client. For you specifically, it's gonna be **[insert number of steps in offer]** things. So in short, It will be **[insert number of steps in offer]** steps to go from **[CURRENT SITUATION]** to **[90 DAY GOAL]** within 90 days. That cool?

**THEM:** Answer

### The Bridge

**YOU:** Ok... so when you come in, the very first thing we're going to do is build out what I call your **[insert Pillar 1 name]**...

## The Pillars Of Transformation

This is the first essential pillar in your transformation process. So go ahead and write that down by number 1.

### **FITNESS EXAMPLE**

Now you know how over 90% of people who start diets never sustain the results for more than 12 months right? Well we're going to fix that here today with the "Eat Anything Any Time System".

The main reason diets fail is because they are too restrictive and don't fit into a busy person's lifestyle. The key to success is therefore not making you fit into the diet but the diet fit around you. That's what we're going to do here.

We're going to identify the foods you love and use my unique method to make sure you can eat them anytime you want, so you don't find yourself craving a glass of wine or a bar of chocolate and then binging for 3 days straight. Make sense?

### **BUSINESS EXAMPLE:**

In this pillar, we're going to be getting clear on your branding, messaging and positioning of a high performing Facebook group which spits out warm targeted leads like clockwork. Think of putting food into an oven, waiting for it to reach the perfect temperature and consuming. These are your leads. Cook and onboard

Next up is we are going to be covering all things growth strategies from all things organic to all things paid ads. Here we will be creating a machine which brings you fresh new prospects, leads and ultimately clients whilst you sleep. This will be the repeatable strategy you'll need for taking your group to ZERO all the way to tens of thousands with millions of eyeballs on your content. We're talking SUPER viral

Last but not least, we will be injecting rocket fuel into your Facebook group by using IG shoutouts. Inside of this we will cover how to optimise a winning profile, research the best pages/influencers to gain leverage from and the types of content that goes WILD that attracts your ideal clients on automation.

This section really does all the heavy lifting for you. What questions ya got?

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**THEM:** Answer

Great - so are you ready to move onto pillar number 2? *(Refer to prev examples to know how to best frame the pillars)*

*NOTE: Repeat the above process for all your pillars INCLUDING your "future bonus pillar".*

**YOU:** Any questions on that?

### **The Deliverables**

*Describe how accessible, simple and quick it is to get answers to your question so you move quickly to overcoming your roadblocks.*

- 1x 1:1 Onboarding call
- Weekly 1:1 calls
- Facebook group community
- Daily messenger access
- Weekly group coaching calls
- EOW check ins
- Personal welcome gift

Make sense?

Any questions on any of that?