

Lisa Sasevich[™]
NAIL YOUR
OFFER
SYSTEM

*How to Name, Claim and Sell
Your Coaching, Training or Service*



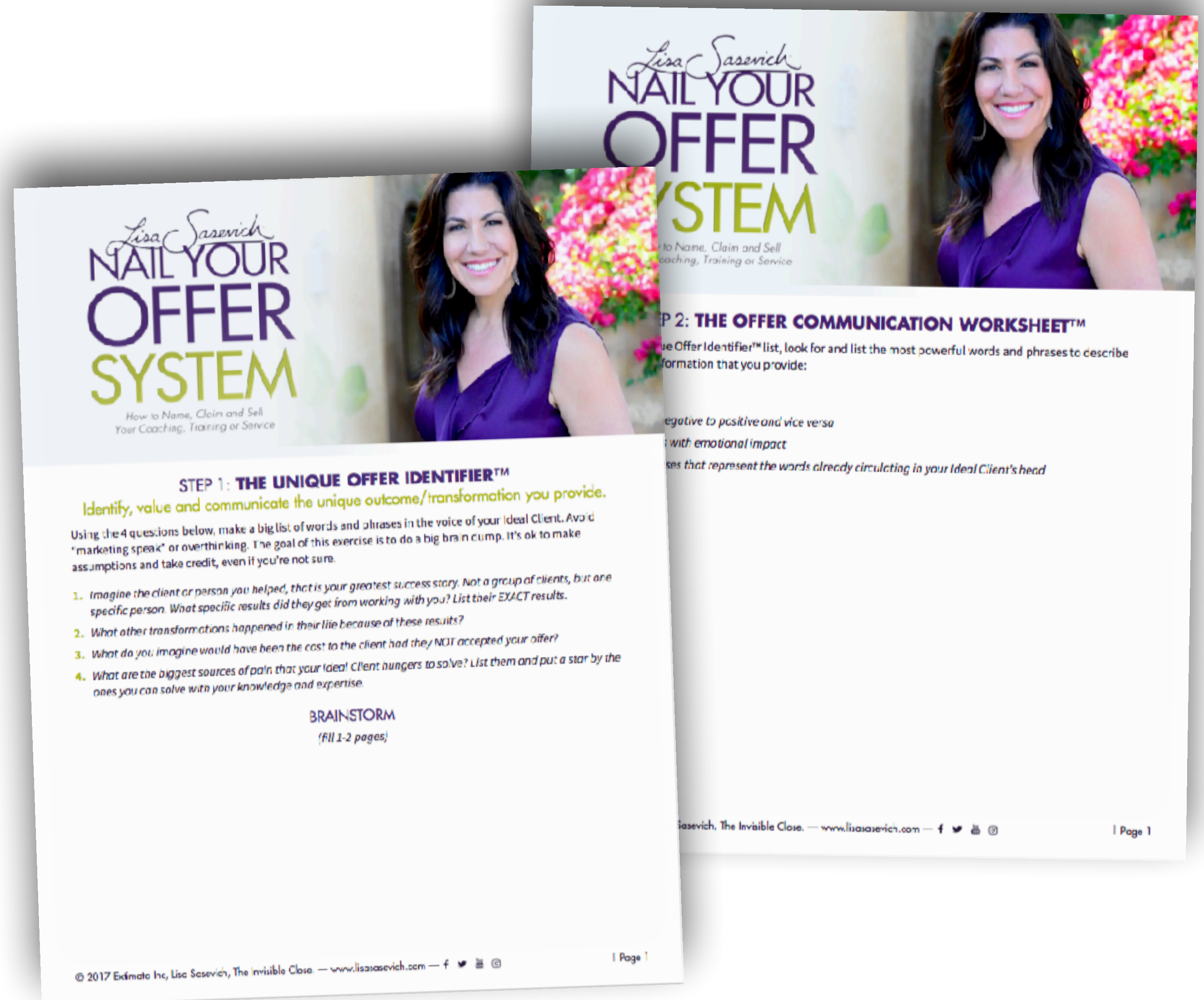
MODULE 2
PART 1



COMMUNICATING YOUR OFFER

"Discover Your Offer" Workshop

Download the worksheets from the same page where you found this webinar!





What is an Offer?



What is an Offer?

OFFER =
Outcome (____) +
Service Delivery (____)



What is an Offer?

OFFER =
Outcome (90%) +
Service Delivery (10%)

Be Careful

Focusing too much on the delivery can create overwhelm.

“Will I have time to do all of that work?”





The Solution

Switch your focus to the outcome or transformation that they will experience from working with you!

Focus on the possibility!

Remember,
they're buying
the destination,
not the plane.





What is an Offer?

OFFER =
Outcome (90%) +
Service Delivery (10%)

What it's Not?

- It's not about finding an elevator pitch
- It's not a snappy tag line



Why does it **Matter?**

You can use these words to create...



Why does it **Matter?**

You can use these words to create...

- Hooky talk titles



Why does it **Matter?**

You can use these words to create...

- Hooky talk titles
- Teleseminar and webinar preview call titles



Why does it **Matter?**

You can use these words to create...

- Hooky talk titles
- Teleseminar and webinar preview call titles
- Sales pages and opt-in pages



Why does it **Matter?**

You can use these words to create...

- Hooky talk titles
- Teleseminar and webinar preview call titles
- Sales pages and opt-in pages

...that resonate with your Ideal Client!



Why does it **Matter**?

- It's the foundation for everything related to converting sales!



Why does it **Matter**?

- It's the foundation for everything related to converting sales!
- It's what people are really buying from you



Why does it **Matter?**

- It's the foundation for everything related to converting sales!
- It's what people are really buying from you
- It will give you powerful language to use on stage, on-line, on the phone, everywhere!



Why does it **Matter?**

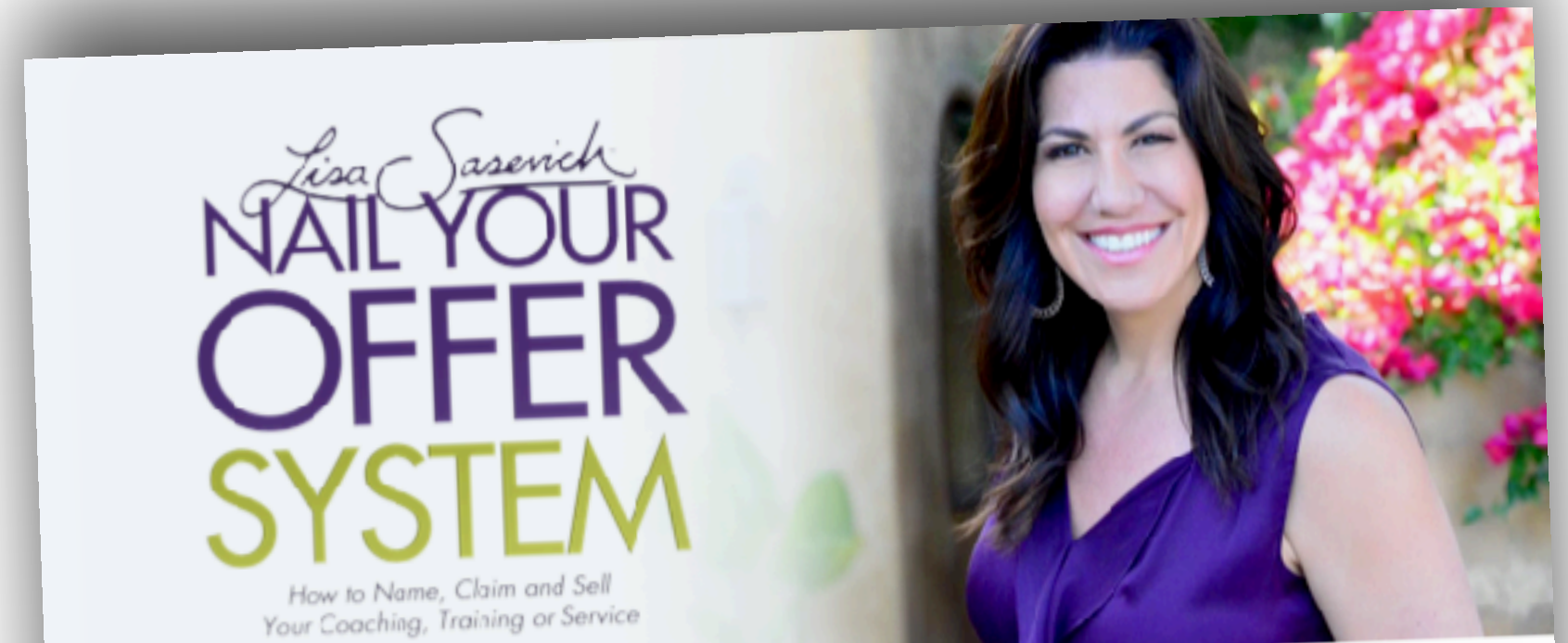
- It's the foundation for everything related to converting sales!
- It's what people are really buying from you
- It will give you powerful language to use on stage, on-line, on the phone, everywhere!
- It's the foundation for valuing your offer



Let's take Inventory

- What is your offer?
- What is the transformation or outcome clients receive as a result of engaging your service?





Lisa Sasevich
**NAIL YOUR
OFFER
SYSTEM**
*How to Name, Claim and Sell
Your Coaching, Training or Service*

STEP 1: THE UNIQUE OFFER IDENTIFIER™
Identify, value and communicate the unique outcome/transformation you provide.

Using the 4 questions below, make a big list of words and phrases in the voice of your Ideal Client. Avoid "marketing speak" or overthinking. The goal of this exercise is to do a big brain dump. It's ok to make assumptions and take credit, even if you're not sure.

1. *Imagine the client or person you helped, that is your greatest success story. Not a group of clients, but one specific person. What specific results did they get from working with you? List their EXACT results.*
2. *What other transformations happened in their life because of these results?*
3. *What do you imagine would have been the cost to the client had they NOT accepted your offer?*
4. *What are the biggest sources of pain that your Ideal Client hungers to solve? List them and put a star by the ones you can solve with your knowledge and expertise.*

BRAINSTORM
(fill 1-2 pages)

© 2017 Eximata Inc, Lisa Sasevich, The Invisible Close. — www.lisasasevich.com — f t i @ | Page 1

Download the
"Unique Offer
Identifier"
worksheet for
STEP 1 from the
same page where
you found this
training video!

What is your Offer?

Step 1: The Unique Offer Identifier™

1. Imagine the client or person you helped, that is your greatest success story. Not a group of clients, but one specific person. What specific results did they get from working with you? List their EXACT results.
2. What other transformations happened in their life because of these results?
3. What do you imagine would have been the cost to the client had they NOT accepted your offer?
4. What are the biggest sources of pain that your Ideal Client hungers to solve? List them and put a star by the ones you can solve with your knowledge and expertise.

Do a Brain Dump

Don't overthink it...
just get the words out!



What is your Offer?

Step 1: The Unique Offer Identifier™

- 1. Imagine the client or person you helped, that is your greatest success story. Not a group of clients, but one specific person. What specific results did they get from working with you? List their EXACT results.**
2. What other transformations happened in their life because of these results?
3. What do you imagine would have been the cost to the client had they NOT accepted your offer?
4. What are the biggest sources of pain that your Ideal Client hungers to solve? List them and put a star by the ones you can solve with your knowledge and expertise.

Keep it *Simple*

Pick ONE
PERSON



What is your Offer?

Step 1: The Unique Offer Identifier™

1. Imagine the client or person you helped, that is your greatest success story. Not a group of clients, but one specific person. What specific results did they get from working with you? List their EXACT results.
- 2. What other transformations happened in their life because of these results?**
3. What do you imagine would have been the cost to the client had they NOT accepted your offer?
4. What are the biggest sources of pain that your Ideal Client hungers to solve? List them and put a star by the ones you can solve with your knowledge and expertise.

What is your Offer?

Step 1: The Unique Offer Identifier™

1. Imagine the client or person you helped, that is your greatest success story. Not a group of clients, but one specific person. What specific results did they get from working with you? List their EXACT results.
2. What other transformations happened in their life because of these results?
3. **What do you imagine would have been the cost to the client had they NOT accepted your offer?**
4. What are the biggest sources of pain that your Ideal Client hungers to solve? List them and put a star by the ones you can solve with your knowledge and expertise.

It's ok to make
some assumptions
for this exercise




What is your Offer?

Step 1: The Unique Offer Identifier™

1. Imagine the client or person you helped, that is your greatest success story. Not a group of clients, but one specific person. What specific results did they get from working with you? List their EXACT results.
2. What other transformations happened in their life because of these results?
3. What do you imagine would have been the cost to the client had they NOT accepted your offer?
4. **What are the biggest sources of pain that your Ideal Client hungers to solve? List them and put a star by the ones you can solve with your knowledge and expertise.**

Download the
“Offer Communication
Worksheet” for STEP 2
from the same page
where you found this
training video!



Lisa Sasevich
**NAIL YOUR
OFFER
SYSTEM**
How to Name, Claim and Sell
Your Coaching, Training or Service

STEP 2: THE OFFER COMMUNICATION WORKSHEET™

Using your Unique Offer Identifier™ list, look for and list the most powerful words and phrases to describe the unique transformation that you provide:

TIPS:

- You can turn negative to positive and vice versa
- Look for words with emotional impact
- Listen for phrases that represent the words already circulating in your Ideal Client's head

© 2017 Extimata Inc, Lisa Sasevich, The Invisible Close. — www.lisasasevich.com — f t i @

| Page 1

What is your Offer?

Step 2: The Offer Communication Worksheet™

Using your Unique Offer Identifier™ list, look for and list the most powerful words and phrases to describe the unique transformation that you provide:

Tips

- You can turn negative to positive and vice versa
- Look for words with emotional impact
- Listen for phrases that represent the words already circulating in your Ideal Client's head

What is your Offer?

Step 2: The Offer Communication Worksheet™

Using your Unique Offer Identifier™ list, look for and list the most powerful words and phrases to describe the unique transformation that you provide:

Tips

- **You can turn negative to positive and vice versa**
- Look for words with emotional impact
- Listen for phrases that represent the words already circulating in your Ideal Client's head

What is your Offer?

Step 2: The Offer Communication Worksheet™

Using your Unique Offer Identifier™ list, look for and list the most powerful words and phrases to describe the unique transformation that you provide:

Tips

- You can turn negative to positive and vice versa
- **Look for words with emotional impact**
- Listen for phrases that represent the words already circulating in your Ideal Client's head

What is your Offer?

Step 2: The Offer Communication Worksheet™

Using your Unique Offer Identifier™ list, look for and list the most powerful words and phrases to describe the unique transformation that you provide:

Tips

- You can turn negative to positive and vice versa
- Look for words with emotional impact
- **Listen for phrases that represent the words already circulating in your Ideal Client's head**

FAQs



FAQs

1. What if I'm just getting started?



FAQs

1. What if I'm just getting started?
2. What if I help each of my clients with something different?



You have
something
to offer



“A step in the wrong direction
Is better than staying
on the spot all our life.
Once you’re moving forward
you can correct your course
as you go.
Your automatic guidance
system cannot guide you
when you’re standing still.”

Maxwell Maltz



Lisa Sasevich[™]
NAIL YOUR
OFFER
SYSTEM

*How to Name, Claim and Sell
Your Coaching, Training or Service*

