

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*

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These are words that are powerful to communicate your value both verbally (e.g. on stages, teleseminars, 1:1, etc.) and written (e.g. web pages, brochures, headlines, talk titles and for naming your Unique Branded System or its steps)

OFFER =
OUTCOME (*The Transformation You Provide*) **(90%)**
+ SERVICE DELIVERY (*How You Provide It*) **(10%)**

“Regarding your offer, remember; they’re buying the destination, not the plane!”

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