

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)

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