

Lisa Sasevich[™]
NAIL YOUR
OFFER
SYSTEM

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



MODULE 2
PART 3

Lisa Sasevich
NAIL YOUR
OFFER
SYSTEM

CREATING AN OFFER YOU LOVE

3 Elements of an IRRESISTIBLE Offer

1. Main Dish

2. Bonuses

-Few

-Tightly related

3. Limiters



3 Elements of an IRRESISTIBLE Offer

1. Main Dish



MAIN DISH

=

OFFER

(OUTCOME 90% + SERVICE DELIVERY 10%)

MAIN DISH

=

OFFER

(OUTCOME 90% + SERVICE DELIVERY 10%)

=

YOUR UNIQUE BRANDED SYSTEM

Your Unique Branded System can be delivered as the foundation or structure for:

Private Coaching
Teleseminar/Webinar Series
Home Study/Info Product
Book

Live Event or Workshop
VIP Day
Year-Long Program/Mastermind
Certification



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Delivering Your System/Program

Download the “Offer Methods of Delivery Checklist” worksheet from the same page where you found this training video!



Naming Your System/Program



THE UNIQUE BRANDED NAMING PROCESS™

Name your Unique Branded System™ and each step in it to show your prospects and clients that what you offer is unique. You are looking to articulate the value you provide in a way that is concise and impactful to your Ideal Client.

The, Your Name('s), Your Brand	Outcome, Benefit, Transformation, Word or Phrase	Action Word (See "Action Word" list)
e.g. The Invisible Close	"Nail Your Offer" Speak-to-Sell	System Formula

→ This is an evolutionary process. Go with "good enough" and allow these names to get better and more on target as you share them with clients and prospects.

→ Use "TM" right from the beginning so it's easy to show when you began using the name. Once you feel you're on to something lasting and profitable, then you can investigate copyrights and trademarks.

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Download the "Unique Branded System Naming Process" worksheet from the same page where you found this training video!

“The one who names the game, owns the game”



Naming Your System/Program

Name your Unique Branded System™ and each step in it to show your prospects and clients that what you offer is unique. You are looking to articulate the value you provide in a way that is concise and impactful to your Ideal Client.

EXAMPLES:

The “Nail Your Offer” System™

The Invisible Close Speak-to-Sell Formula™

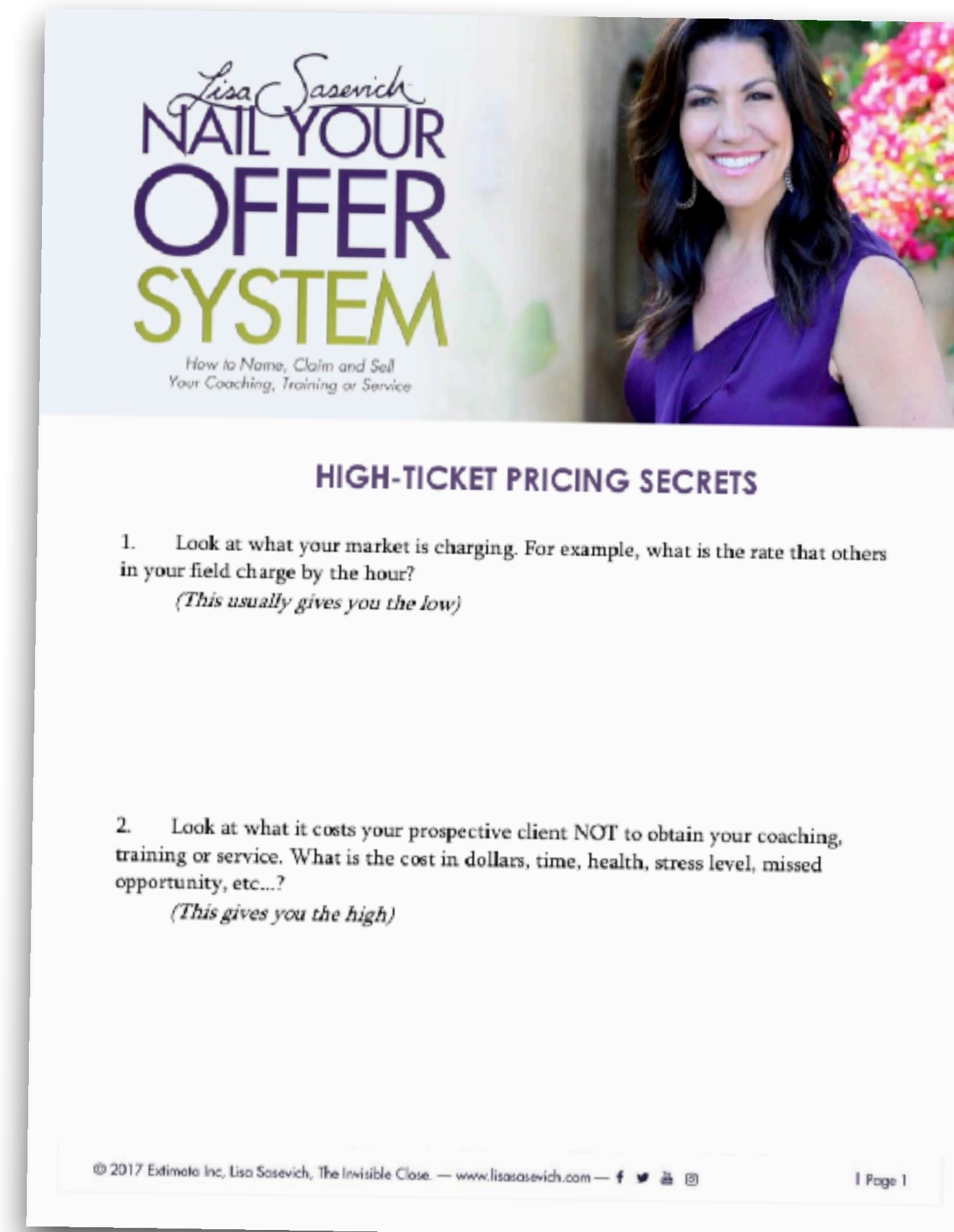
The, Your Name('s), Your Brand	Outcome, Benefit, Transformation, Word or Phrase	Action Word (See "Action Word" list)
<p><i>e.g. The The Invisible Close</i></p>	<p><i>"Nail Your Offer" Speak-to-Sell</i></p>	<p><i>System Formula</i></p>

Stay away from
“marketing speak”!



Pricing Your System/Program

Download the
“Offer Pricing Secrets”
worksheet from the
same page where you
found this training
video!



PRICING: 4 SECRETS

1. Look at what your market is charging. For example, what is the rate that others in your field charge by the hour?

(This usually gives you the low)



PRICING: 4 SECRETS

2. Look at what it costs your prospective client NOT to obtain your coaching, training or service. What is the cost in dollars, time, health, stress level, missed opportunity, etc...?
(This gives you the high)



PRICING: 4 SECRETS

3. Set your price based on what you are willing to stand for, usually between the high and low and very much dependent on your confidence level and mindset. *(Your 'having level' gives you the actual high that you can accept RIGHT NOW)*

- Comfortable now: \$ _____
- STRETCH: \$ _____
- Seems out of reach: \$ _____



PRICING: 4 SECRETS

4. Check the pricing you come up with against your revenue goal— balancing what you'd like to make versus what you're willing to accept.



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