

*Lisa Sasevich*  
**NAIL YOUR  
OFFER  
SYSTEM**

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



## **CRAFT YOUR IRRESISTIBLE OFFER**

**Create 3 packages using Main Dishes, Bonuses and Limiters:** Using what you filled out on The Offer 'Methods of Delivery' Checklist, create 3 possible packages, each of which could be your Irresistible Offer. This is a place to use the work you've done so far to brainstorm Irresistible Offer possibilities so you can select one.

### **PACKAGE #1**

*Example:* **Main Dish** – 5 Module group training delivered by teleseminar.

**Bonus** – Private call with me for the first 10 people who register (← Limiter).

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## PACKAGE #2

*Example: Main Dish* – 6 months of private coaching with 2 calls per month.

**Bonus** – Hip-pocket coaching call when you need it for the first X people who register.

## PACKAGE #3

*Example: Main Dish* – 3-Day live training.

**Bonus** – 2 downloadable pre-work audio trainings (describe transformation) for the first X people who register.