**CONSTRUCTING YOUR**

**Amazing Offer**

**WORKSHEET**

Your Offer (the description of your product) is a critical component of the sales process.

Your Offer should sound like **exactly** what the prospect needs (based on their extreme pain points).

It will evolve over time – In this exercise, write out a description of your solution to use as the Offer when selling your first prospects.

**Remember the key components:**

1. The length should be between 90 seconds and 7 minutes
2. Start by affirming your authority on the topic (“Obviously I’ve worked with this for years…”)
3. Then, describe your program in a logical, linear order (such as “First, we do \_\_\_\_\_, Step 2 is \_\_\_\_\_, Step 3 is \_\_\_\_, and so forth). You can use terms like weeks, modules, segments, steps - whatever you feel is the best fit for your solution.
4. Keep the description of the solution “high-level” – do not activate the “Functionality Mindset” (unless pressed by the prospect, don’t mention specific technologies used, specific pieces of software used, etc.)
5. Focus on results (how your solution will change their life, casual use of case studies to reinforce how great your solution is, etc.)
6. If possible, nonchalantly dismiss traditional, widely-accepted techniques / beliefs for resolving the pain point(s) your solution resolves.
7. If the offer is lengthy, it’s ok to periodically ask the prospect “Does that make sense?” to re-affirm their attention or emphasize an important point.

Write out your initial Offer below: