Create Your Perfect $5K Coaching Package

Four-Part Process to Making an Offer

Guidelines:

A. Focus 80% of your words and time on the transformation you provide and how they'll gain using benefit-focused language. The "WHAT."

B. Focus 20% of your words on HOW you deliver that transformation - monthly calls over 6 months, a VIP day, or other package.

Steps:

When moving into the offer, address 2-3 of the prospect's main issues one at a time using this format while being conversational and partnered with the prospect to serve THEM. Each benefit described will use:

1. "Remember earlier when you said _____, that's what I help people with."

2. Share your Quantum Benefit® using benefit-focused language (2-3 sentences).

3. Give the hooky name of this Quantum Benefit® or concept if you have one.

4. Short relevant success story.

Repeat 1 - 2 times, addressing the prospect's top problems or needs.

5. Then share the Service Delivery, ie. 6 - month coaching package.

6. Then share the price and invitation.

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