



Offer Page Workbook

Last Updated by [DHC] on 9/6/16 5:02:00 PM

1: What Is The THING you are OFFERING?

Break it down into tangible parts:

What are the elements (5 Lessons? A ceremony? A ceremony and 2 hours of reception playing? A session to discuss parameters? A 60-minute inspirational presentation with harp & voice?)

AnswerHere

What are the bonuses? (20 signed CDs for your guests if you pay in full? A 1-hour private Skype session if you sign up for the course before a certain date?)

AnswerHere

What's the Early-Bird Deadline (if there is one):

AnswerHere

What's the Pricing?

AnswerHere

What are the FEATURES (what makes it unique)?

AnswerHere

What are the BENEFITS (how does it impact your client positively? How does it liberate, inspire or empower them? How does it transform their life or their experience?)

AnswerHere



2: List the FEATURES of your product or program...

Use Index cards or stickies for this step!

Duration

AnswerHere

Tangible Elements (CDs, Workbooks, Lessons, etc)

AnswerHere

Access (Music-Choosing Session? Email access for questions?)

AnswerHere

Training (Modules, workshops, etc.)

AnswerHere

Tools (Wedding Music Planner, Arrange-o-matic, etc.)

AnswerHere

Templates or Swipe Files (Show Overview Playsheet; Wedding Ceremony Music Template, etc.)

AnswerHere



3: Make it fun, visual & memorably by giving **fun descriptive names** to your features and based on the BENEFIT it gives your client/audience. This is especially effective with Bonuses.

BORING NAME *Ex. Lesson Checklist*

FUN NAME *Ex. Creativity Boosting Checksheet*

BORING NAME *AnswerHere*

FUN NAME *AnswerHere*

BORING NAME *AnswerHere*

FUN NAME *AnswerHere*

BORING NAME *AnswerHere*

FUN NAME *AnswerHere*

BORING NAME *AnswerHere*

FUN NAME *AnswerHere*

Bonus Offers

Thing Name: FunNameFromAbove

Includes: Desc

Thing Name: FunNameFromAbove

Includes: Desc

Thing Name: FunNameFromAbove

Includes: Desc

Bundle or Pack things together:

Package Name: FunNameFromAbove

Includes: Desc

Thing Name: FunNameFromAbove

Includes: Desc

Thing Name: FunNameFromAbove

Includes: Desc

Thing Name: FunNameFromAbove

Includes: Desc



4: Find your BENEFITS, list the FEATURES and/or ELEMENTS and then describe how this feature/element inspires, empowers or liberates your audience/client and how that transforms their life or experience. That transformation is the FEATURE.

FEATURE/ELEMENT *Ex. Creativity Boosting Lesson Checksheet*

BENEFIT *Ex. Turns their confusion into a powerhouse of focus so they can just sit down and concentrate on what's most important*

FEATURE/ELEMENT *AnswerHere*

BENEFIT *AnswerHere*

FEATURE/ELEMENT *AnswerHere*

BENEFIT *AnswerHere*

FEATURE/ELEMENT *AnswerHere*

BENEFIT *AnswerHere*

FEATURE/ELEMENT *AnswerHere*

BENEFIT *AnswerHere*

FEATURE/ELEMENT *AnswerHere*

BENEFIT *AnswerHere*

FEATURE/ELEMENT *AnswerHere*

BENEFIT *AnswerHere*

Thing *Desc*

AnswerHere

Thing *Desc*

AnswerHere



5: List the FLAWS, DISADVANTAGES or OBJECTIONS.

You can empower people by looking for the flaws and disadvantages of your offer and knowing how to redefine them or meet them head on. List the flaws, disadvantages or objections below. First just list them, then go back and answer them - how does this 'flaw' actually empower them?

Flaw Desc

Answer this Flaw AnswerHere

Flaw Desc

Answer this Flaw AnswerHere

Flaw Desc

Answer this Flaw AnswerHere

Flaw Desc

Answer this Flaw AnswerHere

Flaw Desc

Answer this Flaw AnswerHere

Flaw Desc

Answer this Flaw AnswerHere

Flaw Desc

Answer this Flaw AnswerHere

6: What are the SCARCITY factors?

How can you create a clear image of what the scarcity factor is? There may be just one or several.

- Limited number?
- Time is limited?
- By application only?

- AnswerHere



7: What is the GUARANTEE - if you have one?

You don't have to have a guarantee, but if you do, what is it?

AnswerHere

8: How will you overcome PRICE objections?

If they say it's too expensive, or they can't afford it, that means they don't understand the VALUE. What IS that value to them? What is their 'return on investment'? What is transformed or expanded, liberated or empowered in their life through this thing? Do you want to compare price with a similar (more expensive - or less powerful) thing?

Their Price Objection Desc
Your Response *AnswerHere*

Their Price Objection Desc
Your Response *AnswerHere*

Their Price Objection Desc
Your Response *AnswerHere*

Their Price Objection Desc
Your Response *AnswerHere*

Their Price Objection Desc
Your Response *AnswerHere*



9: What makes this thing TOTALLY ROCK???

What makes your THING the greatest THING they will ever invest in? What does it let them do, express, be, understand, connect-with? How does it totally transform their experience or their life? Have FUN with this!!! Write as many as you want, but not less than 20

1. *AnswerHere*
2. *AnswerHere*
3. *AnswerHere*
4. *AnswerHere*
5. *AnswerHere*
6. *AnswerHere*
7. *AnswerHere*
8. *AnswerHere*
9. *AnswerHere*
10. *AnswerHere*
11. *AnswerHere*
12. *AnswerHere*
13. *AnswerHere*
14. *AnswerHere*
15. *AnswerHere*
16. *AnswerHere*
17. *AnswerHere*
18. *AnswerHere*
19. *AnswerHere*
20. *AnswerHere*