



Module 2: What to Offer Your Dream Client

Creative entrepreneurs often struggle with how to put what they do into a system because they feel like what they do for each person is different.

However, I'm guessing that there are some common elements across situations, and I'd love for you to take a moment to really allow yourself to see this wisdom.

Believe that you can systematize what you do. Then, engage the practical action steps I share in this Module.

I desire to support you in creating an offer so amazing that you fall in love with your services. If you love what you offer, if you can't wait to share it, your dream clients will love it too. And, your enthusiasm will be infectious, magnetizing amazing clients and a following.

We are still doing research, polling our audience and making sure there's demand for your offering.

AND, if you package your services in a way that feels awesome to you, it will make selling so much easier.

Here are some industry standards that are useful to keep in mind. Charging \$2,500, \$5,000, and \$10,000+ for a coaching package is the norm.

90-day and 6-month coaching packages are common as well. And, if you feel called to design things differently, please do so.

The most important things to keep in mind are 1) to package your services in a way that delivers the value to your dream client; 2) to feel confident, excited and enthusiastic about your offer.

If you're developing a product or group program instead, or you've got a service different than coaching, this process will work for that too. This process will help you, no matter how you're delivering your product or service, to get clear on the step-by-step that helps your clients transform.

Systems vary in their number of steps, so don't get stuck on a certain number of steps as being the right number. Just make sure it's short enough and clear enough to make sure that it's understandable and digestible to other people.

My system has many steps. But, if I were in conversation with someone who knew almost nothing about what I do, I could shorten it up by saying, "I help women entrepreneurs prosper in their service-based businesses by focusing on 3 major things, 1) Elevating their Energy 2) their Soul-driven Business Strategy, Sales and Structures and 3) Portals of Prosperity. That's the super short version of my system.

Step 1.

Develop The Energy and Mindset of Prosperity (which includes Purpose, Pleasure, Peace, Paradise and Wealth)

Step 2.

Design an Irresistible Offer, which includes knowing who your dream client is and what they most deeply desire.

Step 3.

Master a Soul-infused Sales Process that feels more like deep listening and enthusiastic sharing than sales.

Step 4.

Create a Community and a Following – Local, Online or Both

Step 5.

Create Portals of Prosperity – fun ways to share your work that allows dream clients to find you and sign up for your programs.

Step 6.

Write your Intuitive Business Plan and Take Inspired Action Towards Making it Happen.

Step 7.

Put in Place Strong Foundational Backend Business Systems and Structures.

Obviously, there are steps to each step. For example, the structure I teach for designing your Daily Nirvana Practices has steps within it. I don't usually talk about the additional steps unless I'm writing a sales/invitation page or am writing content.

You can create courses based on just one step and the breakdown of it, or based on all the steps.

As you develop your system, it might help you figure out what you specialize in.

Just to make sure this doesn't become too complicated, let's try to keep it between 3-7 steps.

Get ready to have a blast creating your first irresistible offer. But first ...

Let's gather extraordinary evidence of your brilliance.

Homeplay:

How you feel and think is an essential ingredient to your success. Let's gather evidence of how amazing you are to support you in feeling great about yourself. Whether you have clients or not, print out any emails, fb posts, messages of any kind, ANY evidence, of people thanking you for the work that you do, and telling you how you've made a difference. You may want to add pictures of loved ones, whose lives will change as your business takes off. This is your Extraordinary Evidence Collection – make a Collage out of it, or a file or whatever appeals to you. Keep it at your altar space or your work space.

Create Your Package!

I'm really excited for you to create your first offer, your first Signature System and package. I suggest that you develop one package/offer you really love first, and maybe 1 smaller offer. We want your offerings to be easy to understand and irresistible. If you make too many offers, sometimes the customer gets confused.

Here is a simple way to create your Marketable Transformative System:

1. Write down a list of 15 things that you help your clients with or could potentially help your clients with.
2. Write down all the steps you have taken with yourself or with your clients to create transformation. Don't worry about the number of steps yet. If you're not quite sure, just guess. If you haven't worked with clients yet,

have fun making this up based on the steps you took to create transformation for yourself in this area.

3. Now, choose 5-7 steps that are the main steps, the bigger steps.
 - a. The rest of the steps you wrote down can be used as sub-steps under the bigger, overall step.
 - b. Can some steps be combined? Are some steps redundant?
4. Review and validate the steps by:
 - a. Testing them out in your consciousness and walking through them
 - b. Sharing them with a friend
 - c. Sharing them in the Facebook group for feedback
 - d. Sharing them during a Brand Heroine Interview
5. Now, develop the detail under each step by:
 - a. Adding 3-5 bullet points which speak to:
 - i. What the step includes (content)
 - ii. The pain it transforms
 - iii. What the benefits are and what the outcome is of taking those steps.
 - iv. Results they will experience from taking these steps.
 - b. Materials that are required to take the step and whether you will provide those materials
6. Appealing titles:
 - a. Give each step a juicy title that includes the benefits, transformation, outcome and/or results.
 - b. Give the overall system a juicy title plus tagline that includes the benefits, transformation, outcome and/or results.

When you are talking to potential clients and you share this system, it is extremely effective because your clients will understand what you do, feel its value and see the benefit of working with you.

For example, you can say that you have a 7-step system that takes them from _____ (fill in the blank with your problem) to _____ (fill in the blank with your results).

For my Quantum Leap Your Business Program, I could say, “I have a 5-step system that takes mission-driven entrepreneurs from confusion and fear of selling to comfort and ease enrolling several dream clients in 60 days or less.”

Create Your Marketable Transformative System

How to avoid seeming like you are promising results

“When you show up powerfully in your _____(fill in your program name) and take action, here are some of the results that you can expect.”

Or:

“Here are just some of the results that are possible for you in our time together...”

Remember, you are creating the environment and providing the content to help create transformation. After that it is the client’s responsibility to show up and take the action required to create the transformation. Don’t make the mistake of taking on that responsibility!

Tips and strategies to help you create your Marketable Transformative System that your clients can’t wait to buy.

1. **Choose ONE problem to solve.** This can be hard to do because you can help with so many different issues. I encourage you to choose. The problem I am solving with this program is how to attract dream clients so you can make great money doing what you love.
2. **Choose how you want to deliver your system.** There are lots of ways to share what you do:
 - a. A virtual or in-person VIP day
 - b. 1:1 mentoring/private coaching – a series of sessions
 - c. Teleseminar series, also called a group program
 - d. A virtual or live workshop

When you create your transformative program, you want to include the following:

1. **Great Content (your Marketable Transformative System)** – some things you can include are:
 - a. Recordings
 - b. Transcripts
 - c. Handouts
 - d. Workbooks
 - e. Checklists
 - f. Webinars
2. **Delivery Method** (what kind of service you will providing to them)
3. **Support** - how you will support them through the process and include accountability – could be through
 - a. Group coaching
 - b. 1:1 sessions
 - c. Q&A with yourself or other experts

- d. Group support through a FB group or masterminding
4. **Juicy bonuses** that add a lot of value and are relevant to what you are teaching
5. **Appealing Title**
6. **Pricing** with limiters and act-now incentives
7. **Have the program lead to something else**, if they want to go deeper – this addresses what comes next.

How To Craft An Appealing Title or Hook That Speaks to Your Dream Clients!

A hook is something that immediately inspires the right person, your dream client, to engaged more deeply and perhaps begin to long for what you offer. Make sure your title hook is something you love, and your clients crave!

Don't like the word Hook? Then, think about this as something that begins to tantalize or seduce your dream client.

As you create hooks, ask yourself:

How is this hook specifically related to the transformation I help my clients with?

Is this hook something that my dream client longs to receive help with?

I love this hook because ...

I dislike this hook because ...

Things to Remember:

1. Your title (or tagline) must clearly state the **BENEFIT** or **OUTCOME**.
2. Your title (or tagline) must be **CLEAR**. If it's too cute or clever, it may not make sense to your dream client.
3. Your title (or tagline) can also touch on their pain or fears

Tips:

- Long titles are great! You can be really clear and make them benefit-laden.
- Use direct words that clearly state the benefits, outcome, transformation, results.
- Use a specific number (they say 3, 5, 7, 9 –odd numbers are better – I do what feels right to me)

- “How To”: perfect title starter, especially for a program where you are teaching people how to create a result in their lives. I use this a lot.

Title Formulas:

1. The “How To” Title.

CLASSIC. When in doubt... Formula: “How To + [big benefit]”

“How to _____ So You Can _____”

“How To _____ In # Simple Steps”

“How You Can _____ In The Next [timeframe]”

2. Personal Revelations.

An interesting way in to a story your peeps are interested in.

“They Thought I Was Crazy To Ship Maine Lobsters As Far As 1800 Miles From The Ocean”

“The Lazy Man’s Way To Riches”

“Confessions Of A _____”

3. Secrets And Truths.

One of the most powerful headline words: “secret”

“The Secret(s) of _____”

“The Truth About _____”

“What You Should Know About _____”

4. Step By Step.

Very credible, makes it seem easy. “Step By Step” is a benefit in and of itself.

“# Secrets/Strategies/Keys/Steps to _____ [Almost Instantly]”

“# Ways To _____”

“# Ways To Avoid _____”

“Little-Known Ways To _____”

“The Wrong Way And The Right Way To _____”

“[problem] _____ And How To Fix It”

5. The Question.

Ask a question that implies a promise, benefit, or solution. (BUT! Make

sure you know exactly what the answer will be in your client's mind... and that the answer is yes.)

"Tired of Struggling To Get Clients Who Pay You What You're Worth?"

"Are You _____?"

"Tired Of _____?"

"Fed Up With _____?"

6. The Promise.

"The Fastest And Easiest Way To _____"

"See How Easily You Can _____"

7. The Invite. "An Invitation To _____"

Fabulous Delivery Systems!

Now that you have defined your Marketable Transformative Program, how do you get it out there? There are some really fun and super effective delivery systems you can put in place right away.

Delivery System #1: The Virtual VIP Intensive (6-8 hours – you can also do this as a half day with 3-4 hours)

- VIP session questionnaire – this is where you dive deep into the transformation you offer
- Pre-session to plan your time together (60-90 minutes and is based on the information you received back in the questionnaire)
- Delivery of your service over the phone in 3-4 chunks, with breaks and working sessions where you give the client an assignment
- Your content (recordings, ebook, workbook, cheat sheets, etc.)
- Homeplay – include action and results-driven aspect and an aspect that is nourishing – balancing the masculine and the feminine!
- Celebration and accountability session a few weeks later
- Recordings of all calls

Delivery System #2: The In-Person VIP Day (6-8 hours – you can also do this as a half day with 3-4 hours)

- Delivery of your service in person, over 1 day
- VIP session questionnaire – this is where you dive deep into the transformation you offer
- Pre-session to plan your time together (60-90 minutes and is based on the information you received back in the questionnaire)
- Your content (recordings, ebook, workbook, cheat sheets, etc)
- Homeplay – include action and results-driven aspect and an aspect that is nourishing – balancing the masculine and the feminine!
- Celebration and accountability session a few weeks later

- Recordings of pre-session call and accountability call
- Optional things to include: lunch is nice to include. Some people include lodging. I don't include that but I've seen it done.

Delivery System #3: The Short Coaching/Consulting/Mentoring Package

This works wonderfully for a 90-day program.

- VIP Day retreat – could do a half day or a full day
- 3 - 4 coaching/consulting/mentoring sessions in quick succession
- Your content (recordings, ebook, workbook, cheat sheets, etc)
- Homeplay – include action and results-driven aspect and an aspect that is nourishing – balancing the masculine and the feminine!
- Recordings of all calls

Delivery System #4: The Longer Coaching/Consulting/Mentoring Package

This works wonderfully for a 6-9 month program.

- Full day VIP retreat
- 10-15 coaching/consulting/mentoring sessions
- Your content (recordings, ebook, workbook, cheat sheets, etc)
- Homeplay – include action and results-driven aspect and an aspect that is nourishing – balancing the masculine and the feminine!
- Recordings of all calls

Delivery System #5: The Teleseminar Series/Group Program

- 4-7 teleclasses delivered over a 4-8 week period
- Your content (ebook, workbook, cheat sheets, etc)
- Recordings and transcripts of all calls (I don't do transcripts, but some do)
- Online forum like the Facebook group where participants can connect
- Bonus Q&A/Group Coaching calls

Delivery System #6: The In-Person Workshop

Offer at the workshop: Do a FREE discovery session, which leads to a coaching/mentoring program for ongoing support

- 1-2 day in-person live workshop where you teach your Marketable Transformative System
- Binder with your information + space for notes
- "Done For You" materials in the binder

Homeplay – Marketable Transformative System

Essentials: Do it during the next few months

Next Level: Do this homeplay within the next month

1. Write up your Marketable Transformative System (if you have more than one percolating, write out a little bit about each one, choose one idea to focus on, and save the rest for later)
 - a. Name
 - b. Purpose
 - c. Length
 - d. Number of sessions included
 - e. Session length
 - f. Who the package is for
 - g. For each session in the package, choose a
 - i. Focus
 - ii. Goal
 - iii. Inspired Action
2. Choose at least 1 delivery mechanism
3. Make a plan for at least one delivery mechanism
4. Get feedback on your offerings and pricing from 5 people. (This may include people you interviewed for market research, or people who offer a similar service.) Over email, phone or in person, you can ask questions like:
 - a. Does the way I describe my package sound compelling?
 - b. How can I fine-tune these offerings?
 - c. Do you like the structure I laid out?
 - d. Are the benefits clear?
 - e. Do you have any suggestions for how I could make these offerings more valuable?
 - f. What do you think of the price point?

Post in the Facebook group about

1. *Your appealing title*
2. *The steps in your Marketable Transformative System*
3. *The Delivery Mechanism you chose*

Examples of fabulous bonuses that your clients can't WAIT to receive and which cost you very little in terms of time and effort.

- Bonus audios, such as content or Q+A calls (always include recordings & think about including transcripts)
- Virtual ½-day or full day workshop
- Goody bag
- Handpicked books
- Other information products you have previously created
- Transportation to and from hotel for VIP days
- Lodging for VIP day
- Lunch or Dinner included (workshops, in-person coaching days)
- Online forum or opportunities for networking
- Spotlight coaching opportunities (at a workshop or teleseminar)

- Content or services from guest experts
- “Bring A Friend” at workshops or retreats
- Rolodex of resources, reading lists
- Client-only newsletter or blog
- Anything “done for you”

Tips for adding bonuses:

1. Only add bonuses that are directly related to your content.
2. Include a juicy bonus that people can’t get anywhere else.
3. Don’t offer too many bonuses. Too many bonuses create overwhelm.

How to price your program in a way that feels fabulous and aligned and doesn’t undervalue you and what you do.

Creative women entrepreneurs tend to underprice. I want to help you choose a price that is fair to you and fair to your potential client.

First, let’s look at what your Marketable Transformative System is worth to them? Here are some areas of inquiry that can help you figure this out:

1. **What are the costs of not making a change?**
 - a. Emotional?
 - b. Financial?
 - c. Spiritual?
2. **What is the financial return on investment of working with you?** Even if you aren’t doing something that directly impacts their ability to make money, you can impact someone’s ability to make money by increasing their happiness, well-being and radiance.
3. **What is the emotional return on investment of working with you?** How will this show up in their day-to-day life?
4. **Think about the value of results to your clients over time.** What unfolds for them over TIME? This is really important to consider as well.

Next, let’s look at what the program is worth to you. In figuring this out, look at:

1. **Your time – your time is valuable!** Not just the time you put into the program delivery, but also the time you put into preparing for sessions. Make sure to take all of that into account.
 - What’s the lowest price you’ll accept for your time?
 - What’s the highest price – your stretch point?

2. **What are your costs in creating this program?** This is a factor that often doesn't get enough consideration!
3. **Your Transformative Content:** You spent years developing the content that you have shared. Make sure not to undervalue your brilliance!

Now, pick a number! This number needs to be one that feels aligned. You need to feel confident about it and it needs to be a bit of a stretch!

Homeplay: Go through all these steps and choose a price!

Post in the Facebook group about your price. If you struggled with pricing, post about that too so we can support you.

EXAMPLE: My very first Marketable Transformative System Plus the Delivery System

Here's a repeat of my very first Marketable Transformative System and I've added the delivery system below. This is the offer I made when I opened my coaching business. After 40 discovery sessions, I enrolled 10 clients and filled all the coaching slots I had open at the time. You can do it too. If you get yourself out there and talk to enough people, you will do it too!

- Become a Master of transmuting the energy I can teach you how to take any fear and pain and trauma and challenges and helping to move it toward positive change – and getting back into your power quickly
- Build your business from knowing how to listen to your inner guidance and wisdom so that can stay calm and focused – and have fun with all the new things that will be happening
- Get crystal clear on your life purpose, and your mission, and the perfect business to help you fulfill it
- Create a solid business model and action plan so that you know exactly what to do and when for the most profitable results
- Create a marketing message and plan that speaks directly to your divine right clients, so you fill your practice quickly
- I'll also teach you authentic, yummy, networking techniques that will help you to build your list because you'll magnetize people that want to support you and send clients to you

- Become a master of managing your time (didn't always include this one)

Delivery System

My package looks like this:

- Ten 60 Minute Sessions, one every 2 weeks
- Unlimited email support between sessions
- Bonus package from my teleseries...interviews...coaching sessions with experts...
- Bonus - course Evolutionary biz and legal basics course (\$499 value)
- I have two different payment options for my package. You can do a full pay of \$2000 – this option gives you a savings, or, you can make 6 payments of \$444

Marketable Transformative System Examples

Quantum Leap Your Business: How to Package, Market and Sell Your Innate Brilliance, So You Can Make Great Money Fast, Even if You're Starting From Scratch

Here is the Marketable Transformative System of Quantum Leap Your Business:

1. Tune Into Your Purpose, Mission, Vision and Big Why – it Makes You Magnetic to your Dream Clients
2. Figure out Who Your Dream Clients Are and Make Yourself Irresistible to Them By Being Yourself
3. Translate What You Do into an Irresistible Offer Your Clients Can't Wait to Buy
4. How to Have a Fun, Energizing Sales Conversation—One That Easily Enrolls Clients in a Way that Serves What They Need and Want Most in Life
5. Handling Objections

Here is **the exact irresistible program I shared in my first-ever offer** so that you can create your own version.

What you'll see with my first system is that I didn't have a benefit-rich title for it. At that time, I hadn't learned the system I'm teaching you. What I had were bullets I created with the help of my mentor, and it worked!

I'm sharing this with you, even though it doesn't follow this formula because I want to show you that this method works.

Here's my very first Marketable Transformative System:

- Become a Master of transmuting the energy - I can teach you how to take any fear and pain and trauma and challenges and helping to move it toward positive change – and getting back into your power quickly
- Build your business from knowing how to listen to your inner guidance and wisdom so that can stay calm and focused – and have fun with all the new things that will be happening
- Get crystal clear on your life purpose, and your mission, and the perfect business to help you fulfill it
- Create a solid business model and action plan so that you know exactly what to do and when for the most profitable results
- Create a marketing message and plan that speaks directly to your divine right clients, so you fill your practice quickly
- I'll also teach you authentic, yummy, networking techniques that will help you to build your list because you'll magnetize people that want to support you and send clients to you
- Become a master of managing your time

Quantum Leap Private Blue Diamond program (my old coaching offering)

Offer:

In 6 months, you will build your community (grow your list), magnetize dream clients, and master sacred selling to create a 6 figure business that uses your gifts, deeply nourishes you and your clients, and makes a huge contribution. Plus, you'll step more fully into your power than ever before and have an irresistible message that flows through your signature talk, your web site, and your array of low to high-end Platinum offerings.

Marketable Transformative System

1. Mindset and consciousness magic – inner work foundation that will help you feel effortlessly productive, focused, and taking empowered action towards your dreams
 - Get crystal clear on your life purpose, and your mission, AND the perfect business to help you fulfill it.
 - Discover how to transmute the energy of your fear and challenges and harness it as a force for positive change – you will learn how not to get

derailed by setbacks and get back into your power quickly. (One of the most powerful skills in business and in life!)

- Build your business from listening to your inner guidance and wisdom so that can stay grounded, calm and focused – and have fun with all the new things that will be happening.
 - Create radiance practices that will help you stay aligned and in spiritual integrity all across your life
 - Claim your radiant power as the world changer you are (and loving guidance in getting out of your own way when you go into anxiety, fear, or self doubt and getting you back into your true power quickly)
 - Feel more confident than you ever have before about who you are and what you do, so you can stand unapologetically in your amazing power. Your higher vibration will magnetize the right clients and opportunities to you.
 - Develop feminine leadership, focus, and decision-making ability that you'll leverage far into the future.
2. Design a marketing message and plan that speaks directly to your divine right clients, so you never have to worry again about having enough clients
- Clearly define who your ideal clients are, if you don't already know. And, if you do already know, you will go to a deeper level and feel deeply connected to them in unprecedented ways (which, by the way, is what makes you a client magnet)
 - Magnetize many ideal clients, so that you can choose to work ONLY with the clients who you feel deep resonance with, the ones you get excited to talk to, and you know you can help! (Doesn't that sound fulfilling?) You will finally be serving the clients you dream about helping, the clients you started this business to help, the ones that need you most and happily pay your fees because they can't believe you actually exist.
 - Learn how to infuse ALL of your marketing (websites, blogs, ezines, etc) with your authentic message, to effortlessly attract your dream clients and fantastic partnership and speaking opportunities
 - Learn authentic, yummy, networking techniques that will help you to build your list because you'll magnetize people that want to support you and send clients to you

3. Create an irresistible offer that your dream clients love so much that they can't help but to want to sign up
 - Get clear on the problem you solve and the RESULTS you provide your clients, the transformation you uniquely offer.
 - Learn how to clearly communicate these amazing results so your divine right clients know exactly why they should hire you and can't wait to figure out a way to receive your gifts.
 - Understand how to create lucrative, long-term relationships with your dream clients so you can fill your programs easily without always having to look for the next client. (in other words, your clients will buy from you over and over again because you will become their trusted source)
4. Create a solid business model (all the ways money comes into your business) and action plan so that you know exactly what to do and when for the most profitable results.
 - Create your highly leveraged, multiple-streams-of- income business model using my Succulent, Savvy, Soul-full Business Design process, a process you won't find anywhere else because it is part of my unique work.
 - Craft Marketable Transformative Systems that leverage your expertise, gifts, talents, and life experience into value-laden, lucrative offerings that your clients will LOVE! And, they will take less of your time
 - Design your product and service line, which may include information products, ongoing membership programs, and teleseminars to create additional streams of income and credibility in the marketplace.
 - A system of loving and high level accountability to ensure you take decisive, inspired action and stay committed to your goals
 - Receive smart strategy (grounded in the co-creative feminine) and passionate coaching to help you manifest your dreams, solve issues, and stay focused and on track towards your goals
5. Explore and even master the energetics of money — learn how to draw it in with the right vibration.

- Identify the blocks between you and financial abundance AND leverage your “money shadow” to fuel your progress
- Confidently command your right price and charge what you’re worth – affirm the truth of your value (even if it’s creative, spiritual, and heart-based). No more guilt!