Create Your Core Offer Part 1 & 2

MAKE PEOPLE AN OFFER SO GOOD THEY WOULD FEEL STUPID SAYING NO.
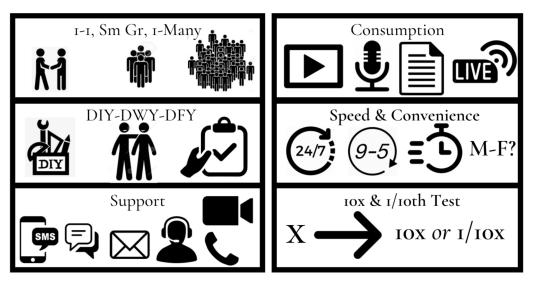
V. **Create Your Offer Components**
- ❏ Define Their Dream Outcome
- ❏ List out Every Possible Problem they can Encounter
  - ❏ Every intricate step
  - ❏ Everything that happens before and after achieving their goals
  - ❏ What *next* problem will they face
  - ❏ How can we make it worth it?
  - ❏ How can we make it easier?
  - ❏ How can we make it faster?
  - ❏ How can we make it enjoyable, sustainable, and something they believe *they* can do?
- ❏ List out every possible solution to the problems
  - ❏ How to YAY without BOO even if you GREATEST OBSTACLE
- ❏ Use Delivery Cube to think thorough ideas

The "Delivery Cube"

- ❏ **1) Group Ratio**
    - ❏ 1-1
    - ❏ Small Group
    - ❏ One to Many
- ❏ **2) Level of Effort On Their Part**
    - ❏ Do It Yourself (DIY)
    - ❏ Done-With-You (DWY)
    - ❏ Done-For-You (DFY)
- ❏ **3) Support Levels & Types**
    - ❏ SMS
    - ❏ Chat
    - ❏ Email
    - ❏ Expert vs Normal
    - ❏ Phone
    - ❏ Zoom
- ❏ **4) Consumption Types**
    - ❏ Live/Virtual
    - ❏ Recorded
    - ❏ In Person
    - ❏ Written
    - ❏ Audio
    - ❏ Video
- ❏ **5) Speed & Convenience**
    - ❏ 24/7
    - ❏ 9-5 M-F
    - ❏ How fast will you reply to questions? Are there levels?

- ❏ **6) 10x to 1/10th test**
  - ❏ What would I deliver if my product cost 10x its current amount
  - ❏ What would I deliver if my product cost 1/10th its current cost and had to provide *more* value than I currently am at my current price?

VI. **Trim & Stack: Prioritize the solutions based on value & cost. You should have multiple pieces you are stacking together to make the offer more compelling.**

"The Meat & Potatoes" of the Offer

Core Offer Component #1_____

Core Offer Component #2_____

Core Offer Component #3_____

Core Offer Component #4_____

Core Offer Component #5_____

- ❏ <u>High Value</u>: meaningful, fast, easy, and believe they can do it and enjoy it
- ❏ <u>Low value</u>: not meaningful, slow, hard/complex, not interesting and dont believe they'll like it
- ❏ <u>High cost</u>: requires people to scale
- ❏ <u>Low cost</u>: can scale without people but with up front effort instead
- ❏ Remove all items that are NOT high value
- ❏ Keep only a handful of High cost high value, and everything else should be high value low cost
- ❏ Start with something that is less scalable (more high cost high value) to get people to say yes and begin monetization