



# OFFER CLARITY

This sheet is to help you identify with absolute and extreme clarity what you are actually selling. More content and more “parts” never equals more value. There are three levels of service offerings: commodity, specialty, mastery. The mastery level requires the *least amount of problems* to be solved but they are the most important problems for the market. A brain surgeon is a master at fixing brains; not a generalist and nobody cares that they just do one thing.

For coaching offers, question #4 should be used to put together an 8 or 12 week program. For “done for you” service providers, just list out everything you’re going to do for somebody to help them achieve their desired result.

## **1. Describe your client’s current situation**

Where are they stuck? What is broken? Describe it in detail and if you can’t do that, you will have to go ask them.

## **2. What is the cost of them staying where they are? (Financially, emotionally, time, etc)**

If they do not get help (preferably from you) what will happen to them?



**3. What is the number ONE *most* important thing they want to accomplish in their life (or business, if your client is more B2B)?**

The more general you are here, the more your offer sucks and you just won't be able to sell it.

**4. What are the 3-5 necessary steps you'll walk them through that will get them to THEIR finish line?**

In every single field or endeavor, there are small nuances that stack up to produce an outcome. What are those "bottlenecks" for your people to get results? List them here.

**5. What is it worth to them to get their desired results?**

In terms of emotional and monetary value.



6. What can you charge fairly (yet still high priced) for this offer? (*minimum of \$3k*)

If you cannot charge more than \$3k, it is a confidence issue and we will want to work on the mindset piece of your business before dealing with any tactics.

7. In one sentence, describe what you do for your clients in a way that makes sense :-)

One sentence. ONE!

8. What 'sacred cows' do you kill? What industry problems or practices do you stand against?

What do you see others teaching your market that you hate or disagree with?

9. List as many "mistakes" your perfect prospect is making *right now* that is preventing them from getting momentum or results listed in question #3?

Ex. "Focused on too many items." "Going to the wrong places to learn." "Trying to lose weight by eating less food." Etcetera — we want to use the sacred cows from #8 as much as we can to list these problems.