

THE *ultimate* OFFER CREATION GUIDE



*A Step by Step Plan for Coaches,
Consultants, Entrepreneurs & Experts*



Hi - I'm Laura

My entrepreneurial journey started more than 20 years ago when I quit my safe corporate job and co-founded a startup. In those early years, I had no idea what I was doing, but I kept at it and I kept learning. And since then I've taken 3 companies to to 7 figures, I've been a professor of entrepreneurship, and I've mentored almost 1,000 students, founders and entrepreneurs. So I've had some time to think about what is the quickest, most effective way to create an offer and I've condensed it into these 6 steps.

If you are creating your 1st offer - congratulations on taking this step! And if you are adding onto your portfolio, I believe you can use these steps to organize your process and launch faster than ever before.

Let's get started!

Laura

WELCOME



THE 6 STEPS

01

Decide where this offer fits in your business.

02

Define the audience.

03

Get clear on the problem this offer will solve.

04

Design the delivery system

05

Communicate the transformation.

06

Set the price.

Step 1



DECIDE WHERE THIS OFFER FITS IN YOUR BUSINESS

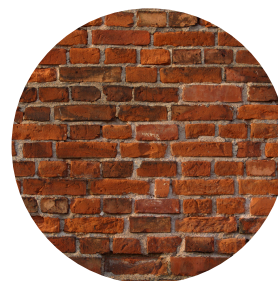


Introductory

Often a freebie or “lead magnet” where you exchange something of value to get an email address. Very low cost or “low ticket” offers fall into this category because they give a customer a first chance to experience doing business with you without a lot of risk. But these offers don’t usually pay the bills.

Revenue Foundation

The reliable money makers. These offers are the core of the business and often represent the majority of the sales and the revenue.



Premium

Generally (but not always) sold to someone who has bought from you in the past. These often include a lot of access to you or involve hands-on work for the client.

Nurture

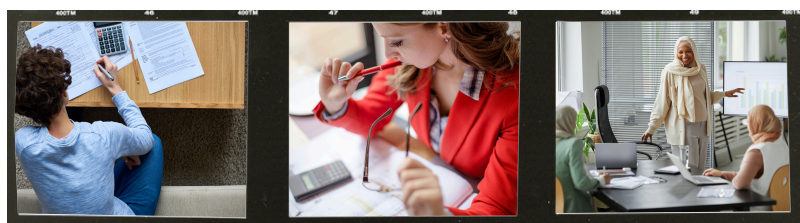
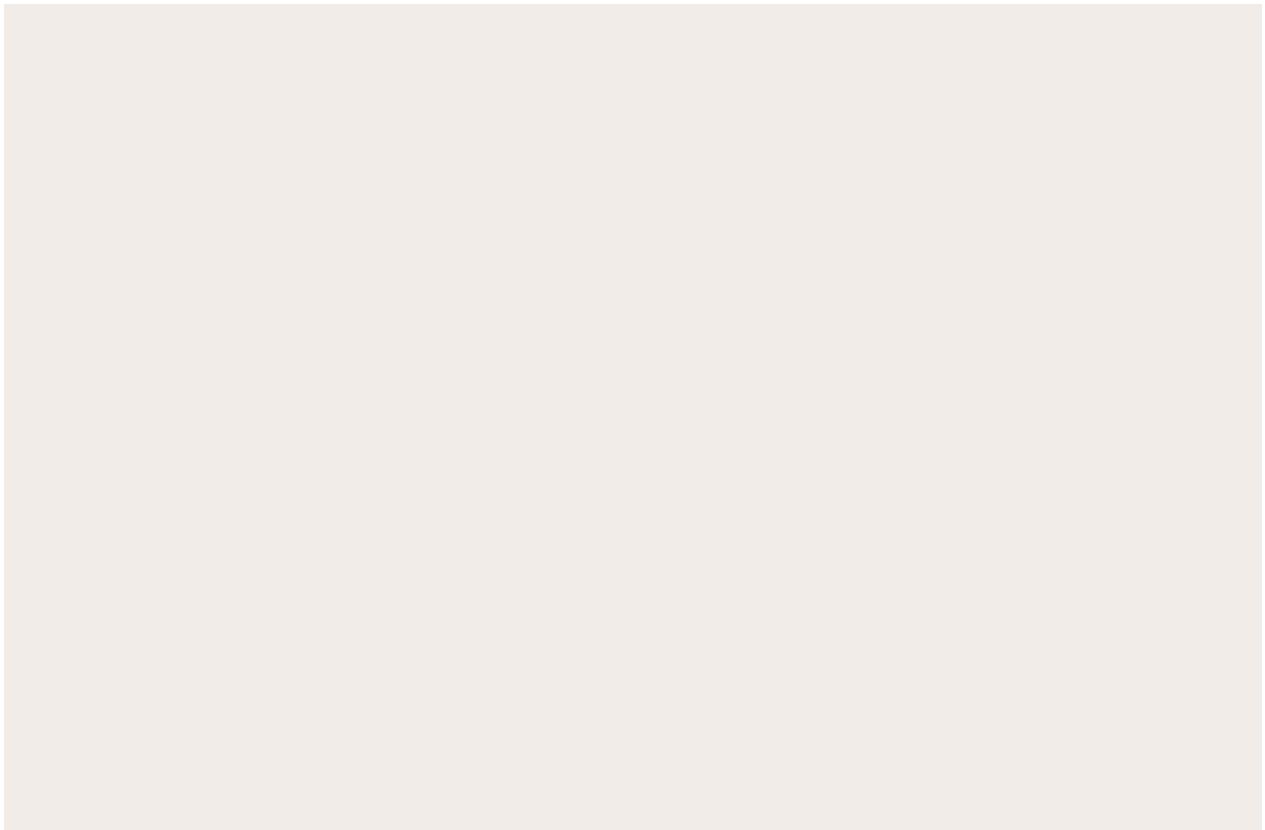
Every digital business needs a way to consistently engage and stay in touch with its existing audience – especially people who have purchased from you previously. These can be paid offers – like memberships or regular touches like a weekly email.



If you are designing your FIRST offer, I recommend that you create something that will get you to at least 70% of your annual revenue goal. So if your annual goal is \$100K, you need an offer that will generate 70% of that or \$70K. That can be a \$1,000 offer that you sell 70 times or a \$10 offer that you sell 7,000 times. Your offer will most likely fall somewhere in the middle.

Use this space to write down where this offer will fit in your business.

Will it be a free or low ticket offer? A 70% offer or a super premium offer? To figure this out, it often helps to start with your revenue goal and also look at the other offers you have. Does this offer naturally come before or after another offer? Is it filling a gap in your offer stack?



Step 2

DEFINE THE AUDIENCE

A lot of people want to create an online offer because they want to help people. So the next decision you need to make, is who exactly do you want to help?

Your offer definitely should not be for everyone. Believe it or not, offers that are for the biggest audiences are often the hardest to sell. It's much easier to serve a specific audience in a specific situation.

your offer should NOT be for everyone.



You can start with demographics, but you will build 5X the connection if you align with their interests.

You can start to define your audience with demographics. Some ideas: age, gender, marital status, location, etc.	
Are they in a specific industry or profession?	
Now go deeper: What interests or values do they have in common?	
What goals or beliefs do they share?	
What big picture outcomes do they want?	



PEOPLE BUY
THINGS
to
SOLVE PROBLEMS





Step

3

WHAT PROBLEM DOES THIS OFFER SOLVE?

Deciding what problem you're solving is probably the most important decision you'll make. It's more important than how you choose to deliver your offer (online course, workshop, membership etc.) or how much you charge.

Your offer needs to solve a specific problem for the audience you're trying to help. The key to a successful offer is finding a problem that your ideal client cares about solving and that bothers them on a regular basis. I call these poison ivy problems because they itch all the time and there's no easy solution.

The absolute best way to make a decision about what problem to solve is to go out and talk to your customers or people the people you want to be your customers. Skipping this step of talking to people is the #1 biggest mistake my clients make during the offer development process.

On the next page there are some prompts you can use to help you land on a problem to solve with your offer. If you haven't done any customer insight interviews yet, you can write in your assumptions. Be sure to revisit them after you've talked to 3-5 people to make sure you understand the problem from their perspective.

If you're new to the concept of customer insight interviews, you can learn more from these articles: [How to Talk to Your Customers](#), [The One Question You Should Not Ask Your Customers](#), and [Do Not Launch Another Offer Until You Talk to Your Customers](#).

What challenges does your customer have where there isn't a readily available solution?

How are they solving that problem now? What is wrong with their current solution?

Why are they interested in solving this particular problem? What will happen if the problem doesn't get solved? How urgently do they need a solution?

If you have other offers that sell well, what problems does your audience have after they've experienced that offer?

Step 4 DESIGN THE DELIVERY SYSTEM

Every digital offer has 4 components: **information, accountability, access and feedback.** The components you choose to include or exclude from your offer are usually directly related to how much you can charge and your ability to deliver results.



Offers that have high levels of all 4 components are very powerful, and have strongest ability to deliver reliable results. But they usually take longer to create and place more demands on your time. Let's take a look at some different delivery systems to see where they might land in terms of each pillar.



An **evergreen online course** may deliver a lot of information, but there is no incentive for the student to complete the course (accountability), there is no access to the instructor and there is no way for the student to get feedback on their work (unless there is some sort of an assessment included.)



A large **cohort-based online course** that includes several live coaching calls and some kind of incentive to show up for those calls incorporates some limited access to the expert and accountability.



A **1:1 coaching program** that has workbooks and other materials would combine all four components at full strength - the information, the accountability (the time constraints around the session), direct access to the expert and live, personalized feedback.



Small group coaching sessions are popular because they offer almost all the benefits of 1:1 coaching, but with a little less impact across accountability, feedback and access.



Depending on their design, **communities** can be very impactful. They can offer evolving information and resources and push some of the feedback and access responsibilities to the other members of the community so there's less pull on the creator. But they can be weaker on the accountability component.



Workshops vary in their impact as they grow in size. Access to the expert and feedback opportunities decrease as the number of people (or breadth of the topic) increases.

I hope these examples make it clear that you can design an offer to have more or less of any of these aspects depending on what you want your business to look like, how much you want to charge and the level of guarantee you want to have around your results.

Describe your offer in the space below and then fill in the circle depending on the strength of each of the 4 components.





Step

5

COMMUNICATE THE TRANSFORMATION

On the next few pages you'll start working on how you'll communicate your offer to your audience. The most important thing here is clarity. This is not the time to be clever. The only way you'll be able to cut through all the noise out there is if it is crystal clear what you do, who it's for and what outcome they can expect.

Not all of these templates work for every offer. Find the ones that work best for your niche or business area. I've included examples with the first few.

TRANSFORMATION STATEMENT EXAMPLES

(Name of offer) for (audience) delivers (outcome) so that they can (bigger thing they want). Unlike the competition, our (type of offer) is (differentiator or promise).

Example: "Stop Procrastinating" for college students delivers an easy to use, foolproof system so that they can get better grades. Unlike the competition, our workshop is proven to deliver a full letter grade improvement in one semester.

For (audience) who (have this problem), (name of offer) is (type of offer) that (statement of benefit).

Example: For students who miss assignment deadlines because of procrastination, "Stop Procrastinating" is a workshop that teaches a system that delivers better grades in just one semester.

(Name of your offer) for (audience) delivers (outcome) so that they can (bigger thing they want). Unlike the competition, our (type of offer) is (big differentiator or promise)

For (audience) who (have this problem), (name of offer) is (type of offer) that (statement of benefit).

We help (audience) do (problem they want solved) by doing (outcome/offer).

For [audience] who [have this problem], our [offer] is a [offer type] that [delivers this outcome].

We help *(audience)* achieve *(desired outcome)* through our *(unique approach)*.

Experience *(emotion or transformation)* with our *(offer)*, designed for *(audience)*.

Unlike *(competition)*, our *(offer category)* *(offer outcome)*, featuring *(major differentiator)* that leads to *(bigger transformation)*.

A few notes about transformation statements: These templates are only a jumping off point. They are meant to help YOU get clear about the transformation and outcomes associated with your offer. Once you've nailed this exercise, feel free to evolve these sentences with more natural language associated with your brand.

If you're interested in more templates or deeper learning on how to get at the heart of the transformation your offer delivers, send me an email at questions@laurazavelson.com

THE REVENUE EQUATION

What you offer \times



How many you sell \times



How much you charge $=$

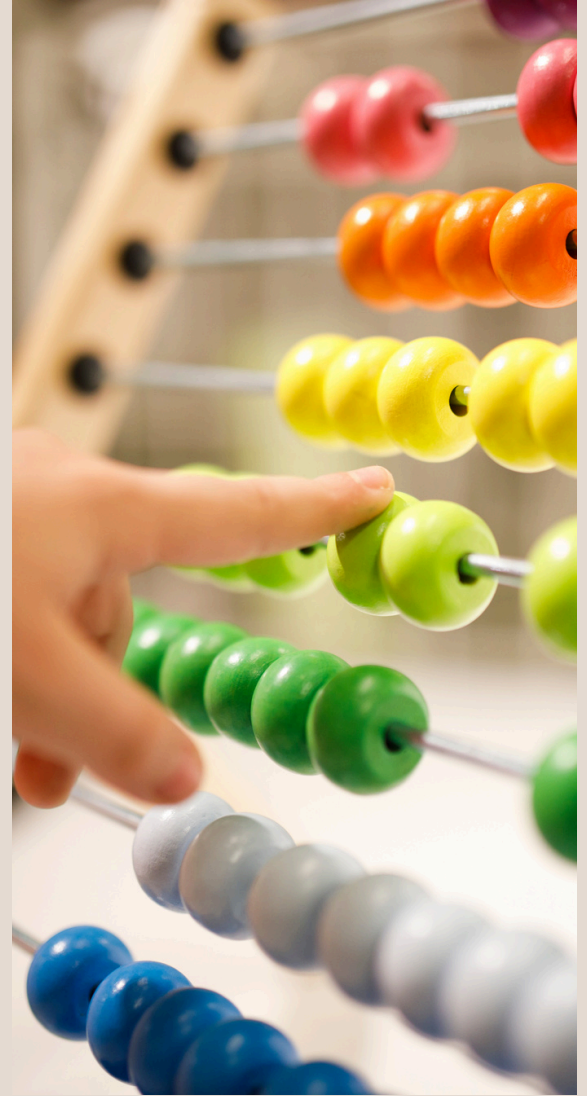
Revenue



Step 6 SET THE PRICE

The amount you charge is dependent on a lot of things. The size of the problem you're solving, the outcome you provide, the guarantee (if any) you're able to offer, the magnitude of the transformation and the type of business you're in.

The important thing to remember is that you're 100% in charge of setting your prices. You are not doing yourself any favors by setting your prices based on what you "think" people will pay. I've included a simple process below that you can use to think through your pricing.



Open the calculator app on your phone and write the numbers in the blanks below.

1.	Annual revenue goal (how much \$\$ do you want this year?)	
2.	Percent of your annual revenue you want this offer to generate	
3.	Multiply line 1 by line 2 (Ex: $\$100,000 \times .75 = \$75,000$)	
4.	How many of this offer do you think you can sell in a year?	
5.	Divide line 3 by line 4. This is how much you need to charge to reach your goal.	

PUTTING THE STEPS TOGETHER

1. This offer will be an *introductory/foundation/premium/nurturing* offer.
(circle one)
2. I am helping _____
(audience)
3. do _____. They want this
(problem you solve)
help because _____.
(why it matters)
4. I do that by offering _____
(delivery system))
that helps them _____.
(specific outcome)
5. This is the transformation I deliver:

(big picture outcome)
6. This is how much I charge: \$ _____





HOW CAN I HELP?

Right now there's a lot of noise out there about building businesses that generate money while you travel the world staying a luxury hotels. The problem is they skip right over the building the business part. That actually takes time, focus, and you know...um...work. But you don't have to do that work alone.

Business Breakthrough is an 8-week program for coaches, consultants, and experts who want to create more ease in their businesses by optimizing their offers, business design and messaging.

Inside the program, I will personally help you figure out exactly where your business is stuck and develop a prioritized plan create a business that supports you financially and emotionally.

And you'll get 8-weeks of accountability and support in a small group setting.

Book a 15 minute call to see if Business Breakthrough is right for you.

ACTION PLAN

The #1 thing you can do to create a great offer that builds your business is to take action. Think about it this way, if your offer isn't out there, there's no way you can help the audience you want to serve.

Use the space below to write down at least 3 things you're going to do in the next week to start working on your offer.

Use this last line to write down the day of the week you're going to set aside 2-3 hours to work on the list above. Put it on your calendar.
