



Building Blocks of a Revenue Generating Offer



Hi Bill,

If you're packaging up your expertise to create an offer that you can market and sell online, it can be helpful to have a set of building blocks that you can mix and match as you think about how you can help your clients be successful.

The key components of any offer include:

1. Information
2. Access
3. Accountability
4. Feedback

And depending on what kind of offer you're building, it might include more of one and less of another. But one thing seems really obvious as we near the 1/2 way point of 2024 - **information only programs aren't selling right now.**

I've been thinking a lot about what's changed and I think that before A.I. people were willing to pay for an offer that delivered information - even if that information was available on the internet - because they were looking for an expert to organize the information and give context. But today, A.I. platforms like ChatGPT and Gemini are doing that for free.

So today, if you want to sell your course or program for more than \$100, I **believe you must - at a minimum -- add some kind of access.** There are a number of ways to add an access component to your offer. You might include:

- 🧐 Access to you - the expert
- 👥 Access to a community,
- 👨🏫 Access to additional experts, or
- 💰 Access to a marketplace

The easiest one to implement is access to you. But this doesn't necessarily mean you have to go live. I'm aware of a number of programs where people submit questions ahead of time and the expert records a video of the answers when it's convenient. The advantage of doing it this way is that you don't have to answer on the spot. You can take some time and be thoughtful.

If you want to check out the video I made on adding an access component to your offer, hit the button.

[Watch the Video](#)

BTW - helping coaches, consultants and agency owners develop new revenue generating offers (or revive old ones) is what I do. If you want some help putting the offer building blocks together, setting (or raising) your prices, or creating the messaging around your offer, reply to this email and let's talk.

Happy weekend,

Laura

P.S. This week's subject line is from *12 Monkeys*.



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