

Irresistible Offer

This worksheet will bring further clarity to the people you choose to serve and how best you can serve them. The more time you spend with creating your irresistible offer, the more of your ideal customers you will attract.

Step 1: Define Your Service (What You Do). List 5 different ways you could describe the kind of service you provide:

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2: What Makes Your Service Valuable? (Why Should Your Tribe Care?)

List 5 ways you solve the different problems, fears & desires that your ideal customer shares. (HINT: This is about the needs of your ideal customer, NOT what it is that you do. This is what makes what you do valuable):

1. _____
2. _____
3. _____
4. _____
5. _____

Step 3: If Possible, Remove the Risk. What are 5 ways you could remove the risk of your ideal customer buying from you? (NOTE: you do not have to do any of these, this is simply an opportunity to explore, look and discover what's possible):

1. _____
2. _____
3. _____

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4. _____

5. _____

Step 4: Make It REALLY Juicy. This is your opportunity to play with what aspects make this offer appealing. How are you doing more than your ideal customer could reasonably expect from you?

The Current Situation of my Ideal Customer (Their struggles, challenges, issues, etc.) :

Their Desired Outcome (What they truly want more than anything):

What Makes My Offer Irresistible (What's more than they could reasonably expect?):

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Step 5: Self-Assessment. Now play with this. What more could you add? Is this really solving the core problem? Does this sound different than what everyone else is offering? If not, what could you change to make this offer really irresistible?

What I love about my irresistible offer is ...

What I could change about it to make it even more appealing would be ...

Any additional clarity from this exercise that will further support attracting my ideal customer into my training or coaching business:
