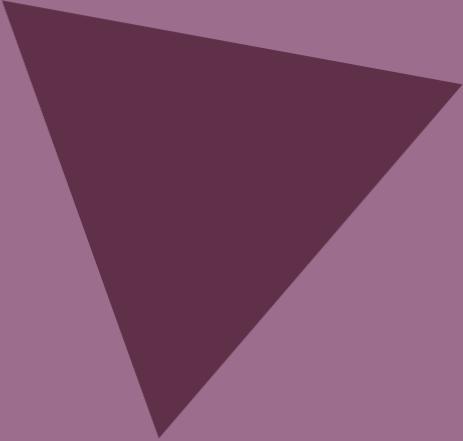




# **The Journey to Crafting an Offer that Thrives**

FOR COACHES, BUSINESSES & BRANDS





**Disclaimer:**

**The contents of this course and workbook are for educational and informational purposes and do not guarantee specific results.**

**Copyright © [2022] [Catina Morrison, Nurse Loves Essentials LLC]**

**All rights reserved. No part of this book may be reproduced or used in any manner without the prior written permission of the copyright owner.**



# The Journey to Crafting an Offer That Thrives

When I started my coaching business, I had no idea of how to create an offer. I just wanted to be a coach. I didn't understand the coaching industry, but I did know how to meet the needs of my clients.

I became aware that just sharing the services that I offered was not enough. I needed a program and a framework that attracted others that were willing to pay for my services. I needed to be clear about what I could do for them, how I could meet their needs, provide additional value and ensure they bought in.

That is why receiving coaching was vital for my business. I hired a Business Coach who helped me to create a framework and program that I could clearly explain to potential clients. This is what produced 5-figure months and a steady stream of clients.

I'm now sharing the strategies I use and teach my clients to ensure they craft an offer that is clear, addresses the pain point points of their avatar, creates values, and that others consistently buy into.



# 10

## THE PRICE THAT THRIVES

Crafting an offer that convinces others to purchase is not easy. There are steps that must be taken to ensure that your message is clear and that it connects with your ideal client.

Your offer must not only be attractive, by addressing the pain points of your avatar but it must also be realistic. It should be clear that you can reasonably help your ideal client go from point A to point B to reach their goals, and that they will be better with you rather than without.

### Things to Consider:

- Be clear on what you offer and who you offer it to (Avatar/Niche).
- What is your avatar's pain point, goal, and what do they need now?
- Add value - how can you realistically address and resolve your avatar's pain points and help them to reach their goals.
- How can you get them from point A to point B as soon as possible.
- Establish a framework that helps them to accomplish their goals in sequential steps that can consistently produce results.
- How can you make your offer more valuable than a similar offer by someone else?
- Can you clearly explain your offer and communicate the transformation?

# IDENTIFY & ADDRESS BARRIERS

**Transparently document your barriers to creating an offer.**

---

---

---

---

**How have these barriers impacted your business?**

---

---

---

---

---

---

**List 3 ways that you can start to address your barriers by laying a foundation to establish a thriving offer.**

---

---

---

---

---

---

# HOW TO GET THEM TO BUY IN?

Read: [5 Psychological Tactics for Creating an Irresistible Offer - Mirasee](#)

[How To Craft An Irresistible Offer That Your Prospects Can't Refuse \(katiedejong.com\)](#)

**How do you currently share your offer with others, and what are ways you intend to improve it?**

---

---

---

---

**What are ways you intend to add value to your current offer?**

---

---

---

---

---

**Clearly define your offer, including how you will get your avatar from point A to point B and resolve their pain points? (Use the notes page if necessary.)**

---

---

---

---

---

# HOW DO YOU VIEW A NO?

## Things to remember:

- **Not everyone will accept your offer initially, but everyone who has heard your offer has the potential to become a future client.**
- **Look at a no today as just a no for now.**
- **Not everyone is meant to be your client.**
- **Use each sales call as an opportunity to strengthen your confidence and hone in on your sales pitch.**
- **It takes time, and be prepared for when that time comes.**

# NOTES

DATE: \_\_\_\_\_

[illegible]

# NOTES

DATE: \_\_\_\_\_

[illegible]

# NOTES

DATE: \_\_\_\_\_

[illegible]

# JOIN THE INFLAMMED SISTERS THRIVING COMMUNITY



Inflamed Sisters Thriving with Social Media was designed to assist chronic illness warriors to thrive in their businesses while using social media strategy. You have learned strategies to remain consistent, attract your niche-specific follower, increase engagement, and convert followers into clients without flare-ups or burnout. Click the link below to Join our community! In this community, you received a source of support and accountability to thrive!

JOIN THE INFLAMMED SISTERS  
THRIVING COMMUNITY