

## **FYS Episode 196: Creating An Amazing Offer.**

Hi, it's Tap Hornor thanks for tuning into the for your success podcast an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author, speaker, business coach, and program development expert who will help you design, grow, and delight in doing business as worship, because that is true success.

And now here's my lovely wife, Katie Hornor.

Hey, my friends welcome back to the for your success podcast I am so excited to have you here today we're talking about our offers we have been preparing crazily for our course mastery live event coming up soon, which by the way, if you don't have your ticket yet, of course, mastery live.com we'd love to have you join us, but we've been preparing our content there. And one of the things that we are going to be focusing on at the event is mapping out your offer. And some of you're like, oh, I already have my offer I know what I sell my course for it's not what we're talking about there are so many more facets to the diamond treasure that is your offer. And we want to dive into that a little bit with you today and sort of give you a preview of what we are going to be talking about in more depth at our event.

So stick with me if you a got pen and paper you're going to want to take notes and we're going to dive into this.

So we usually think like, what are you offering? And generally, people are like if this course for this price and that's it, there's so much more involved in your offer than the name of it and the investment okay.

### 1. Where Does This Offer Fall In Your Business?

Number one, as the one who is providing this offer, you need to know in the grand scheme of things in your whole product suite or your whole handprint legacy cycle, as we call it in our business, you have to know where does this offer fall in your business? What comes before it, what comes after it? What problem are people specifically needing to solve? And you're like, well, Katie that's elementary well, it's not as elementary as you think, because a lot of us, a lot of the people that I work with overlook this hugely.

And so we need to be thinking about what's the problem that they need to get solved? What's the one problem we're not talking about the next 15 problems what's the one problem? What's the thing, keeping them awake at night, trying

to figure this out? What are they brainstorming with? What questions are they asking other people? What questions are they Googling? What are they searching on YouTube, trying to find the solution to this problem? We need to have that clear in our minds so that the transformation that we offer can be clear. So when we look at the transformation, what are we giving them in this offer? We're not selling them a course, we're not selling them videos and downloads and X number of hours of class, we're selling them a transformation. We're selling them on how their life can be transformed if they will learn and apply whatever skill or information that you were teaching them in this program.

So how will their life be different? How are you going to solve this problem? How are you going to get them to sleep better at night? Because they're no longer lying, awake, wondering what they're going to do to get this solution. And so outlining all of those things, what's the problem they need to solve and in their words. And so the more you can talk to the people that are your right fit person, the better you're going to become aware of their words, how they described their problem so that when you speak to them, they will know instinctively immediately that you understand.

And if you can say what my problem is, if you can define my problem better than I can. If you can explain it better than I can, then I'm much more likely to trust that you also have the solution that I'm looking for. So just think about that for a minute.

## 2. What Are You Not Willing To Do?

Then the next thing you need to know as part of your offer is what are you not willing to do? And if somebody is like, what, what does that have to do with the offer? No, you need to know what you're not willing to do. You need to know who is the right fit person for this and who is the wrong fit person for this. Right? And so if you're somebody who loves spending time with people and there's going to be a one-on-one component to this. And you're going to bend over backward to do whatever they need and be on call 24/7 like you need to know that about yourself and you need to put that in there. Like I'm willing to be a hand-holder I'm willing to walk with you step by step of the way. However, if you are not willing to do things like that, then you need to be able to explain your sales copy and as you're making the offer, this is not a right fit for you if you need hand-holding because we won't be doing that. Right?

We do this in our mastermind courses a lot as we give you a framework, we will tell you the next step, but we're not going to do the work with you. We're not

going to do the work for you you have to do the work you don't have to do it alone, but you have to do the work. And so that whole idea of knowing what you will do, what you won't do my coach Barry Baumgardner calls this the non-negotiables of your offer. Right? And so what is it that you absolutely will not negotiate? I will not do this in this program. And that will help you define your person for yourself and on your sales page, what the specifics are of who is a right fit and a wrong fit for this audience. I do think that this needs to be in there this offer, this opportunity is for you if, and this offer is not for you, if, and just lay out those qualifications, the more specific you can be about who is the right person or the wrong person for this.

And sometimes it's easier to describe the wrong fit so start there right, but the better you can be at explaining that piece of it, the better you will be at filtering out the people who this is not going to be a right fit for. And that saves time and energy on both of your parts because they can go on to look for a solution elsewhere and you don't have to waste time trying to serve someone who's not a good fit. Right?

### 3. What Would Make Your Right Fit Person A Royal Fan?

Then what would make your right fit person a Royal fan okay? And I use Royal because we have a mastermind called Queens, but the Royal fan, this unpaid promoter of you and your program, someone who is just so in love with you and what you do for them, or for other people that they just can't help but talk about you and say good about you and recommend you to everyone. Like what would it take to get your right fit person to that point in this program? Where they're going to become a natural fan, a Royal fan an unpaid promoter of this to other people, because that's where the word of mouth power comes in. And the more of those kinds of people that you have helping to spread the word, the less work you have to do in terms of spending on advertisements and the other things because you're getting a lot of word of mouth and people referencing you and recommending you.

### 4. The Length Of Your Program.

The next thing that you need to look at in terms of your offer is the length of your program how long is it going to take for these people to get to the transformation? And how long do you expect it to be? Is it 5 days? Is it 6 weeks? Is it 6 months? Is it 1 year? Like they need to know how you're the expert. You've helped people get to this transformation before, how long is it going to take me? Because we're much more likely to commit when we can see an end in sight. And so that ending gives them hope, it gives them something to

aim at it gives them a goal mark, right? It gives them a goal to shoot for and, it also lets them know what the expectation is. A lot of times we will not commit to things that we don't understand or that we fear. And by you laying out the specifics such as the length of the program and what is expected of them.

## 5. The Stuff and Deliverables.

Then that will make it much easier for them to commit because they can see the possibility of getting to that transformation within that timeframe. And then the last two things and we're finally getting to the deliverables here and you're like, man, I thought the offer was just like how many lessons I had? No, it's not and incorporates all of these things. Right? And we're going to dive into this so much deeper at course mastery live next week, but the deliverables then are the stuff in there we've already talked through the transformation, how to know if this is right for you and wrong for you, how long we expect it to take, right? But then we finally get to this piece, which is the stuff, and to be honest, this is not a hugely important piece of this. Obviously, if there's travel involved or things like that, that's going to interrupt their schedule or their lifestyle in some way.

That is super important to share, but most of us care a whole lot less about the, how if we can get to the what. And so if you're heavy on the transformation, heavy on how their life is going to be changed, then the details of the stuff that they need to make it happen is not quite as important and not quite as much of an objection, but the deliverables like this are what's included. Is there a one-on-one time or is it DIY? Are there videos prerecorded to watch or do I have to show up live if it's live? Are there recordings? How many lessons are there? Is there any Q & A time? Is there a community aspect? How do I get my questions answered? Are there downloads and things I'm going to have to fill out? Are there transcripts with videos if you provide that right? And so all of these different things become the deliverables or the stuff of the offer, but nobody wakes up in the morning thinking I'm going to go buy a bunch of stuff today no we're like, how do I get that transformation?

How do I get what I want in life? How do I get to where I want to be? And the deliverables are the secondary consideration there. And so have them be clear about them you don't need a lot of them you just need enough to make it feasible make it look possible right? And we don't want to overwhelm them with all the things they're going to get so they feel like they can never get through it in the timeframe that you've just prescribed, but you want enough to let them see the weight of the solution that you're offering.

And so recommended in the industry right now is somewhere between 4 and 8 deliverables. I usually, you're going to see more like 5 or 6. And they're going to be specifically addressing each different part of the transformation that you're helping them get to. And this, again, is so much more than I can go into outside just this short podcast. So I would love to have you join us at course mastery if you can be there and get more of these details, but it's super important. And yet as important as leading with that transformation. Right?

## 6. Know Their Next Steps As They Complete The Program.

And then finally you need to know, not necessarily communicate, but you need to know what their next right step is after they complete the program. Your goal for them is to get them to the transformation and then what? What are you going to do after that? Is there something else that you offer? Are you going to be pointing them in a different direction, maybe to an affiliate offer or to another program somewhere else? Once we get them to the transformation there's always another question there's always another problem one of my coaches says new level, new devil, right? And so you're always looking at now that they've solved this, what's that next question that they're going to have? And am I the one who can also offer that solution? Or do I need to be looking for where I can point them so that I'm continuing to serve them even as they're finishing up in my world and moving on? And so all of those things combined go into making a successful offer.

Some of it we share with the public and the prospective clients or students, and some of it is for our knowledge so that we can be super clear on what we're doing, where we're taking folks, how we're serving them while they're here and where we're sending them at the end of this amazing experience with them.

And so I hope that that was super helpful to you today if you've got questions, please message me or leave us a note on social media wherever you're hearing this. We would love to have that feedback from you. If there are questions we haven't covered, we'd love to know them so we can cover them in a future episode and serve you even better.

Thank you for being part of our listening audience and once again, I hope that we'll be able to see you at the event [coursemasterylive.com](https://coursemasterylive.com) for more information we'll see you in the next episode.

So I'm Katie Hornor of [handprint legacy.com](https://handprintlegacy.com) with helping faith-based entrepreneurs, design, grow, and delight, and the business that affords you the lifestyle and legacy impact you want to have. It's been my honor today to host

you on the for your success podcast and I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

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