**Creating Your Leverage + Scale Offer Suite**

Your Leverage and Scale Offer Suite must be designed to Scale. It must work for 20 people the same way it will for 200 people. Your Suite will be filled with offers that transform. You will not create Band-Aids. You will create offers that solve SPICE Problems with SPICE Solutions.

Step 1: Go Deep. Ensure that you can answer the questions on this grid. (your pre-work on the Ideal Client Worksheet will help tremendously here)

|  |  |  |  |
| --- | --- | --- | --- |
| Ideal Client | Superb(Leveraged) | Signature(Hybrid) | Select(Active) |
| Who would they say that they are?What do they desire the most?(Ideal Client Worksheet) |  |  |  |
| What’s is keeping them from accessing it?(Ideal Client Worksheet) |  |  |  |
| How long will it truly take to serve clients fully in this offer? (this will be your program length)(Clarity for Your Business) |  |  |  |
| How do you help them get it? What will be the most incredible transformational bridge to get them from fear to desire? Your framework to them getting the results?(Clarity for Your business) |  |  |  |
| What milestones do you need to include to make sure that they get what they are supposed to? (Clarity for Your Business) |  |  |  |
| What is the ultimate result/outcome clients in this offer will experience?(Clarity for your business) |  |  |  |
| To get them results, how often will you need to meet with them in group calls? Weekly, every other week, once a month?(Up-level Your Signature Business Move) |  |  |  |
| What is the content/curriculum that you will offer them in the program? (Up-Level Your Signature Business Move) |  |  |  |
| Based on what’s above, detail your offer in words. What does it do?  |  |  |  |

**Step 2. Create your product/service inventory** – In addition to the modular content created to give them the educational component of your offers, list everything you have that you could offer then divide then out into 3 package options. Remember to think Deep. Build Your Signature Offer First. (must be done to get the transformation of your Signature Business Move). Then, create your Superb Offer. Lastly, Create Your Select Offer.

Examples of What to Include in Your Offer Suite:

|  |  |  |
| --- | --- | --- |
| Train the Trainer  | Licensing | Private sessions with you or coaches |
| Specific products/courses | Session recordings | Access to other content, products |
| Email support | Action plan development | VIP sessions |
| Group calls/sessions | Q & A Calls (weekly or twice monthly) | Membership site |
| Training videos (you on camera) | Modules \*think one per step | Special reports |
| Workbook or binder | Done for you services | Assessments |
| Discounts on other services, events | Email coaching | Text coaching |
| Laser coaching | Follow up calls | Product sampling |
| Products at different prices | Motivational Hotline | Facebook group/online community |
| Consultations | Onboarding call  | Gift bag |
| Accountability Sessions  | Checklists and worksheets | Reviewing their work/assets, reports, etc |
| Templates | Retreats | Live events |
| Research Time | Story Board | Vision Board |
| VIP Day | Software or App | Unlimited Design Work (DFY) |
| Copy Writing Support (DFY) | Training for the team | Weekly update meetings (DFY) |
| Recipes | Cooking Clinics | Implementation Sessions |
| Scripts | Reporting  | Accountability partners |
| Daily accountability emails | Action Plan Creation | Bonus days |
| Bonus sessions | Learn while you earn  | Planner |
| Journal  | Copy of Your Book | Calls with other coaches or colleagues |
| Retreats (live or virtual) | Plug and play templates  | White board sessions  |

**Step 3: We are creating your signature offer first**. This is your offer that is $10K-$29.9K (B to C) and $15K-$49K (B to B). This offer should be leveraged and moderate touch. These options are often hybrid – some private, some group to maximize client experience and heighten/accelerate transformation. How can you make sure that anyone investing at this level feels seen, heard, supported and transformed? Remember, they are hiring you to save time and to have access to what they need when they need it (which is why this is a 5-figure investment). Don’t forget about the motivators… make sure your signature offers hits all 6: make, improve, save, protect, reduce and increase.

Create your three options

Select

Superb

Signature

**Step 5: Make sure it solves a SPICE Problem. Run your offers through the filters below to make sure they’re SPICE-y**

To create a offers that positions you above the noise in the marketplace, you’ll want to take the time to clarify the problem you solve so that it’s got SPICE:

**S**pecific and Substantive
**P**ersistent and Pervasive
**I**mmediate and Insurmountable
**C**lear and Conscious
**E**xpensive and Expansive

**Categories of SPICE Problems**
*(remember you want to validate that your problem will hit all of them)*

Identity and Purpose
Health and Wellness
Love and Relationships
Time and Life Balance
Sex and Fulfillment
Money and Career

**Motivators**
*(when SPICE problems offer these types of benefits, your clients will be motivated to invest
in working with you for a solution)*

**Make** (more money, more time, more space, more confidence, more relaxed, etc.)
**Improve** (earnings, results, status, image, relationships, efficiency, etc.)
**Save** (money, time, energy, space, effort, etc.)
**Reduce** (investment, effort, worry, expenses, etc.)
**Protect** (investment, business, family, etc.)
**Increase** (happiness, results, profit, etc.

**SPICE Outcome**

**S**pecific
**P**ositive
**I**ntentional
**C**lear
**E**vident

Creating Your Package Pay In Full Bonuses

Bonus #1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Value \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bonus #2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Value \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bonus #2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Value \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Price Your Packages

Signature:

Select:

Superb:

Leverage + Scale Offer Suite Final

Signature Offer (This is your signature package make sure it includes the most)

Give it a results-oriented name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Who is it created for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What results will they get \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why is this their best option \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What will you charge \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How often does the group meet ? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How will you onboard them? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How will you offboard them? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your renewal process? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What’s included (be sure that you give away the MOST value in this package, you want your prospects to WANT this package not the others that you have available)

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Superb Option (This is your down-sell package)

Give it a results-oriented name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Who is it created for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What results will they get \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why is this their best option \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What will you charge \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How often does the group meet \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How will you onboard them? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How will you offboard them? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your renewal process? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What’s included (be sure that you give away the LESS value in this package than your TOP package but more value than your bottom package, you want your prospects to see this package as an option to solve their problem)

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Select Option (This is your up-sell/premium package)

Give it a results-oriented name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Who is it created for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What results will they get \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why is this their best option \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What will you charge \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How often does the group meet \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How will you onboard them? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How will you offboard them? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your renewal process? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What’s included (be sure that you give away the LESS value in this package than your TOP package but more value than your bottom package, you want your prospects to see this package as an option to solve their problem)

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