



## 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?			

<p>Your framework to them getting the results?</p> <p>(Clarity for Your business)</p>			
<p>What milestones do you need to include to make sure that they get what they are supposed to?</p> <p>(Clarity for Your Business)</p>			
<p>What is the ultimate result/outcome clients in this offer will experience?</p> <p>(Clarity for your business)</p>			
<p>To get them results, how often will you need to meet with them in group calls? Weekly, every other week, once a month?</p> <p>(Up-level Your Signature Business Move)</p>			
<p>What is the content/curriculum that you will offer them in the program?</p> <p>(Up-Level Your Signature Business Move)</p>			
<p>Based on what's above, detail your offer in words. What does it do?</p>			



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**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 them 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

Superb

Signature

Select



**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 offers that position 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:

Specific and Substantive  
Persistent and Pervasive  
Immediate and Insurmountable  
Clear and Conscious  
Expensive 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**

Specific  
Positive  
Intentional  
Clear  
Evident



## 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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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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