WEBINAR MASTERCLASS

**Training #3**

# Designing Your Offer

**Q#1 Create 3 Working Offers for you to work on through this training, these should include both what people receive and the price they pay. These can be a combination of Physical Product / Service / Event / Training Program / 1 on 1 Coaching / Strategy Session.**

**Offer 1**

**Offer 2**

**Offer 3**


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**Q#2 What do YOU want from creating Webinars? Is it more leverage, more freedom, reaching more people, reaching different people, creating something new? What do you want to experience through creating webinars?**

**Q#3 What is your Financial Base Goal and Stretch Goal for running webinars (e.g. $5k base goal, $50k stretch goal)?**

Base Goal:

Stretch Goal:

**Q#4 Run the Numbers: calculate how many sales you would have to make for each of your Working Offers to reach your Base Goal and Stretch Goal**

| | | |
|---|---|---|
| **Offer 1** | Base Goal Sales: | Stretch Goal Sales: |
| **Offer 2** | Base Goal Sales: | Stretch Goal Sales: |
| **Offer 3** | Base Goal Sales: | Stretch Goal Sales: |

**Q#5 Can any of your Working Offers enable you to hit your financial goals or do you need to modify one of them?**


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**Q#6 What is Your Vision of what you want to create with Webinars?**

**Q#7 Which of your Working Offers is best match to your Avatar**

Which offer will best attract your Avatar?

Which offer best addresses their Wants (i.e. their desires, not what you know they actually need to move them forwards)

How do your Working Offers help this Avatar?

Which offer will they care about most? Put yourself in their shoes here.

Which offer do you think they will respond to? Which will they not?


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**Q#8 Do your Working Offers solve a Burning Problem? Does it save them Time, Saves them Money, Reduces Emotional Pain, Stops them being Bloated and Cranky. What Problem does it Solve for them?**

**Q#9 Market Research, discover what other offers exist and how do they compare to your Working Offers.**

Who are your Competitors?

What offers do your Competitors have?

What price point and service level do they have?

How do their offers compare to your Working Offers? (Remember you can be different and stand out, you don't have to match their offers or pricing, but research does give you an idea of what exists right now and how your offering fits in the market place)


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What online discussions can you find related to your Working Offers or your Avatar's Burning Problem? (You can research Forums, Facebook Groups, LinkedIn Groups, Yahoo Answers, YouTube etc.)

Use the Google Search Bar to discover the language that people use for your Offer or Burning Problem. You can use the Google Adwords tool to check volume of searches and related searches to help you discover more data.

**Q#10 What is your Avatar's Ultimate Outcome from saying "Yes" to your Offer?**


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**Q#11 What Bonuses could you include with your Offer?**

**Q#12 Have you identified other Offers or Programs you could run?**

**Q#13 Write down your Final Offer including details and price:**

**Q#14 Are your Final Offer and Client Avatar in Alignment?**


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# This Week's Checklist

- ○ Watched all the training videos for Designing Your Offer
- ○ Completed this Worksheet, including all exercises
- ○ Attended the Kaizen Q&A Webinar on Monday afternoon
- ○ Continued observation of your thoughts, language, behaviours, habits during the week


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