

# Living Brilliance Mastermind

Module 9: Free & Paid Offers Online



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# MODULE 9 Free & Paid Offers Online

## CREATING OFFERS

Your online business depends entirely on free offers. This is how you build credibility, influence and share your knowledge. You should only begin this process once you are very certain of three things:

- Who you are and what you WANT to do, and therefore what you do
- What you offer
- What your tribe really wants (not needs)

### 1. Target Research

We have talked a bit about doing research already and I want to restate here how important it is to find out what your people need and want. Many people skip this step and end up wasting lot of time and money on something that their target market really is not interested in or they do not need. If it is something that is needed then your launch will be much more smooth and your copy will speak loudly.

**What problems do they have?**

**How can you help them as a coach?**

**What's their budget?**

**Are they more interested in long term coaching or short term?**

**Do they like in-person intensives or perhaps group coaching?**

Keep them in mind as you proceed with creating your packages and think of what duration is best for them.

Once you have confirmed what your target market wants, then you are ready to sit down and put together your offer (do not spend more than 40 minutes on this step!) You are deciding how you will present the material and creating an outline.

If you do not have any clients at this time I'm sure you know people who are associated in your own circle of influence. If you engage on social media platforms you can connect with individuals who are in groups where your ideal client might exist.

***It's time to get out of your comfort zone and talk to people, ask them questions and get to know them!***

After all, you are in business for yourself which requires that you constantly have conversations and interactions with people...daily! If you are shy about having a conversation with another person about your business you've got a long road ahead of you.

## **2. Presentation Options**

- A challenge
- An online workshop/ masterclass
- An in person event or training
- A mastermind
- A mentorship program
- A retreat
- A course
- A 1: 1 or group program
- The internet, specifically your newsletter because it builds the relationship with your clients and prospects .
- Speaking Live/ Events
- Local networking events – vendor table, sponsoring the event, giving away something in the raffle .
- Attending local conferences and seminars
- Attending higher-priced seminars or classes
- Joint venture and affiliate

Next, make a list of the benefits that your program will give your ideal client and write those out in bullet point form.

Write the benefits of your program or 1:1 work below:

1.

2.

3.

4.

5.

Once you are clear on the benefits, you are ready to lay out the topics you are going to cover and how you will help.

What are the top 3 topics your tribe wants to learn about?

1.

2.

3.

### **3. The Advertisement/Post**

Now you are ready to create your post! Remember to include the pain points of your ideal customer, the benefits of what you are offering, how you will present( what is included and how many sessions, length of time..)

Write a post below and share it with the group for feedback!

## 4. Confirmation Before Posting

Your final step is to **confirm interest with your target market** on this topic and make sure the way you will deliver the content is what they're looking for. *Say something like, "If I created this, would you want to participate?"*. If you are presenting live then you want to do some market research by **getting out to live events** and finding out what your people want- and what the most popular form of presentation is for your industry.

Post on social media and/or email your list and wait for the responses. Of course at this point you want to get strong feedback to go ahead, and you may have to post a few times to check. If it does not get a response, rework your offer and try again.

## 5. Ready for Promotion

This means that you have received positive feedback on your offer and you are **ready to go!**

After writing up your offer, ( see above to include all pain and pleasure points) you are ready to share it to the world! Be sure to add the price (maybe- this depends on your market- try with and without) and a link to buy or some call to action (send you an email or message) so they can participate.

\*\*\* At this point please refer back to the copy module and make sure you are really **speaking to your ideal clients from their shoes!**

You don't always have to include a link to sign up, especially if your offer is under \$700. Test this to find out what your market responds best to.

## **6. Posting Blitz**

Now post to all social media as well as email lists, videos, personal conversations and your community on facebook or other forums. You may be offering webinars, or workshops in person as well.

## **SELL YOUR OFFER**

Set a goal for what you want to sell and be *clear with your numbers!* Post somewhere you can watch and use as an affirmation during the launch!

**Your invitation can be offered in the following ways:**

- Post a link and tell them to sign up
- Send them a private message/email and ask if they want more information (and if they say yes, then you send them the link to sign up)
- Tell them to comment on your post or reply to your email if they want more information (and if they say yes, give it to them, along with the link to sign up)
- Direct traffic to a sales page and make sure you have a very strong call-to-action (BUY NOW button) on the page
- Do a discovery call on the phone with and if they're a good fit for your offer, tell them, and give them the link to sign up

**Finally- promote every single day, even multiple times a day,** until you reach that goal (or get close to it). Switch up your copy so that you are not overusing the same promo. **I recommend to do 1-2 week launches** unless you have a longer offer such as a 6 month or year long program.

## WRITING YOUR SIGNATURE PROGRAM

It's up to you whether or not you create group programs or 1 on 1 packages. You'll notice I offer both private coaching as well as group coaching programs.

My advice and what I teach my clients is to start working 1 on 1 until you have built a list you can market your group programs to. The reason I suggest this is because scaling your business with group programs requires more clients to enroll, depending on the price point of your group program.

Do what feels right for your business and always **do your market research** to make sure you are creating a program Ideal Clients will actually purchase.

## PRICING

How much should your coaching program cost?

When you're doing your market research, make sure to **ask your Ideal Clients** how much they would pay to work with someone who can overcome their specific challenge or need. Keep in mind that most new coaches tend to undercharge, causing them to not make enough money to grow and sustain their businesses.

Set time aside before you set your mind on a price to estimate how much you will need to make to sustain your lifestyle, and factor this into your budget. Also, account for any travel and business costs, as well as **the income you desire to make and any life goals you want to accomplish.**

\* Remember that price is completely connected to your **wealth consciousness** so continue to strengthen that muscle by doing your daily work in this area and you will be able to be in truth with what you should charge at all times.

Writing my first signature coaching program changed everything in my business. I now had had a complete system for helping my clients and I saved myself and my clients heaps of time by giving them a step by step process to follow to get results.

A **signature program** also gave me confidence in the value I was offering and I was better able to sell my coaching in a lucrative and congruent way that got results for my target market. It's truly your foundation and the first big step to creating passive income, maximumly leveraged use of your time and a smart coaching business.

# STEPS TO BEGIN YOUR SIGNATURE PROGRAM

The following is a step by step process for writing a signature program but I encourage you to really **focus on doing the writing** and creating the program in the next couple weeks. Get started on the action steps themselves and get excited... and don't overthink the process. Instead of trying to be everything to everyone and a generic coach, think about **one thing you can focus on** in your first package. *Its very important to focus on one key area in the beginning so you can build up a name for yourself.*

## 1. Your Program Purpose

Answer the following:

Who is your signature program for and who does it help?

What does your target market come to your program feeling and thinking?

What does your target market feel and think after they have completed the program?

What core main topics will you guide your ideal clients through in your program:

List them below:

What are the tangible outcomes and benefits that your target market will experience? (Ex: confidence in leadership, 50% freedom from emotional eating, increased sense of calm and organization.)

## 2. Turn Your Topics Into Steps

Take a look at the topics you listed above for your signature program and **write them out on sticky notes placing them all up on a wall in front of you.** Next, decide which order these topics should be covered in your program to get the best results. It's important here to look at market research and then be clear about the time frame your ideal client needs for the program and for each module.

Check to see if you have missed any steps in these topics at all. Be sure to write those up as well.

If you have been your first client in your program and you are offering a system that you have already done to get results then really **take a good look at what you did to get the results you wanted with your issue** and be sure that you are including every step in your program also.

Now, outline 3-7 key steps to overcome the challenges and achieve the desired outcomes.

A Note on Steps: When you are writing the steps, keep in mind the following for each one:

- What is the step about?
- Why is this step important and how do they benefit?
- Share a story or give an example about the step.
- What are the 1-5 key learning points related to this step?
- What are 1-3 powerful coaching questions you can ask?
- Share a quote that relates to the step.
- What additional tools or resources relate to this step?
- **Assignments:** What action items or exercise for this step?

### **3. Turn the Steps into Modules**

In this step you begin to map out what will be covered under each particular heading or step in the process. In each module you can **include an introductory paragraph and questions and exercises** to engage your clients throughout the module.

For example, If my module was on “cravings” for emotional eaters, I might break this down into sections having questions, and exercises in each such as:

- Introduction
- What are Food Cravings
- Inner Child and Cravings
- Limited Beliefs and Internal Dialogue
- The Physical Connection

\*I suggest breaking down the modules and mapping out each of the sections before you start the writing as it keeps the process simple and in the flow.

#### **Action Step:**

#### **4. Check Over Your Modules**

In this step you want to go back to your thorough outline and be sure that each section is complete with all the steps your clients need to really get results with each section. Add any missing steps here.

#### **Action Step:**

## 5. Start Writing!

Now that you have a compete outline you are ready to write! I want to really encourage you to **set a time each day for writing**. Decide that you will compete a module each time you site down to write and try not to overthink it! Start small and just know that your program will expand and grow as time goes on but in the beginning its really just important to get it out there. **This is not a time for perfectionism- just inspired action** ☺

### A Note on Time Frame:

**Be as specific as possible around the time your clients need for the program/ each module and step.** Be clear about what they get each day/week/month. **Don't be vague.** If you have a 3-month package with one session a week and email support, break that down on your sales page and if possible, let people know what the focus of each week will be. This especially applies for packages 3-6 months and up.

### Action Step:

## **6. Brainstorm a Powerful Name**

Some of the ways I have used to think of a good name are the following:

- Focus on desired outcome/results, who the program is for
- Use current brand
- Create an acronym
- Use : The ( insert noun) ( insert verb)

EX: The Profit Maximizer, or The Freedom Igniter (then add a subtitle as needed)

## **7. Create Resources and Products**

Now, that it's written, use your signature coaching program as the framework to build a deep and far reaching practice with helpful resources and products like: a blog, Facebook page or group, workbooks or eBooks, online courses and even structured one-on-one coaching.

**Here are just a few ideas to get you started...**

- Blogs, Podcasts, Video Classes and Facebook pages/groups. Use your signature coaching program as the main focus and scope for your blog/ podcasts and Facebook postings – everything should fit neatly underneath the umbrella of topics covered in your signature coaching program.
- You can even start a Private Facebook group that talks only about topics in your signature coaching program, maybe at a deeper level than you do on your public page.

- EBooks and Workbooks: Use your signature coaching program to write an eBook workbook or even a series (one eBook per step). It adds credibility and creates more traction in your audience.
- Online Courses Develop. Turn all or a part of your signature coaching program into an online course or a series of online courses.
- Create one lesson from each topic by recording a PowerPoint presentation with voice-over. Attach an exercise worksheet to each lesson that students can print out and fill in.
- Structured One-on-One Coaching. Offer to hold someone's hand through all or parts of your signature coaching program. **Make sure you charge a premium rate for this premium VIP service!**

When we move into the Branding module you will come back and connect your brand to your signature program as well. Everything you create and share in the world will speak to who you are, what you do and what your business represents!

It's important to mention that you will be going back to re-vamp and change your program over time but getting something out there sooner than later is the goal! Keep perfectionism out of the game and trust that you are ready to do this! Get started on your writing and ask your buddy to keep you accountable!

**You got this!!**

## NOTES:

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