

Irresistible Offer Protocol

THE 5 QUESTIONS TO CREATE AN IRRESISTIBLE OFFER:

1. Who will get the MOST value from this offer? (Who is the best client for this offer?)
2. What result can I guarantee?
3. What coaching container will serve these students the best in their journey to get results? What container will I be the most confident in to overdeliver?
4. How long do they need in order to give them more than enough time and opportunity to succeed?
5. What price would be a total undercharge and a total overdeliver?

IRRESISTIBLE OFFER PROTOCOL STRATEGY:

1. Choose a niche based on level of access to niche and experience in subject matter
2. Offer a simple result
3. Choose the container that reflects the size of your network of potential clients and your experience selling
4. Offer coaching for longer than they need + what timeframe you feel confident you can guarantee them the result
5. Price to undercharge + Overdeliver

IRRESISTIBLE OFFER PROTOCOL PHILOSOPHY:

People want niched coaching AND people want to coach on everything.

Simple results make profound impacts on quality of life and clients know it.

Increasing the size of your container as you increase your experience and your demand makes selling easier on you.

It's worse to offer less and they end without the results, than to offer more and they get them sooner than you planned.

You will never ever go broke giving MORE than you receive