



How Will You Provide VALUE to Your Clients?

Begin with the end in mind:

If you were having a discussion with your ideal client and they had every problem or desire that you can help them achieve, what would your recommended solution be for them to get the transformation and result they desire?

What is the OPTIMAL solution for your ideal client?

This will be your most robust and inclusive offering. Here are some examples to get your juices flowing.

- Work with you for (1 year, 6 months, 3 months)
- Go through your full 'system' step by step process
 - i.e. Health Coach: Nutrition, Exercise, Supplements, etc.
 - i.e. Tech / VA / Web Services: All-inclusive package for all their tech needs
 - i.e. Life Coach: Cover all areas of their life, addressing one (or a couple) at a time

As an example, our "Optimal Solution" is the One-Year Illumination Elite Program which includes:

| Unlimited 1:1 Coaching Sessions Weekly Group Mentoring & Masterminding for | A 4.5 Day Elite Mastermind Retreat Specialized 1:1 Sessions for Personal | |
|---|---|--|
| Momentum & Accountability | Transformation and Blazing through Obstacles | |
| Access to a Robust Resource Library (Marketing, Sales, Technology, Social Media) | Opportunities to Speak on Stages (in-person and virtual) | |
| Specialized Speaker Training to Improve Presentations Skills | Development of Website Marketing Funnels & Campaigns | |
| Sales Training – Perfecting the Art of the Impact- Focused Sales Process (Selling WITHOUT Being Salesy) | Assistance Creating Digital Products (Audios, Videos) | |
| The Transformation & Results Delivered Over the Year: | | |

Increase in revenue and impact as well as development as a leader, increasing your personal capacity as your business develops

Think of it this way ... what is the desired result or transformation your client seeks?

Now, how will you support and guide them in achieving that result?



Begin with the end in mind.

If you were with your IDEAL CLIENT and they were ready, willing and able to move forward to get their desired result (transformation) working with you, how would you work with them?

YOUR OPTIMAL SOLUTION?

| Description of Services / Products | Price & Benefits to Them |
|------------------------------------|-----------------------------|
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Next, remove pieces from your Optimal Solution for a lower priced, less comprehensive package. (Down Sell #1)

For example, here is how we created our next lower priced program, Illumination Core. This program still delivers huge value and results in business growth and transformation while meeting our clients where they're at financially so they can move forward.

Note: Using the model from the Elite program (Optimal Solution) and we have crossed off items which are not included in this program (Core). In considering what to include and what to exclude, keep focused on which items will deliver the most "bang for the buck" for your clients while honoring yourself and the value you deliver.

| ٨ | Unlimited 1:1 Coaching Sessions | \rightarrow | A 4.5 Day Elite Mastermind Retreat |
|---|--|-----------------------|---|
| \succ | Weekly Group Mentoring & Masterminding for | ≯- | Specialized 1:1 Sessions for Personal |
| | Momentum & Accountability | | Transformation and Blazing through Obstacles |
| \triangleright | Access to a Robust Resource Library (Marketing, | ≻- | Opportunities to Speak on Stages (in-person and |
| | Sales, Technology, Social Media) | | virtual) |
| \triangleright | Specialized Speaker Training to Improve | ≁- | Development of Website Marketing Funnels & |
| | Presentations Skills | | Campaigns |
| ≯- | Sales Training – Perfecting the Art of the Impact- | \blacktriangleright | Assistance Creating Digital Products (Audios, |
| | Focused Sales Process (Selling WITHOUT Being | | Videos) |
| | Salesy) | | , |
| The Transformation & Results Delivered Over the Year: | | | |
| Increase in revenue and impact as well as development as a leader, increasing your personal | | | |
| | | | |
| ca | capacity as your business develops | | |

What is the next lower priced and less robust solution you can offer your clients?

(Down Sell #1 from your optimal solution)

| Description of Services / Products | Price & Benefits to Them |
|------------------------------------|-----------------------------|
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Next, remove pieces from the previous solution to offer a lower priced, less comprehensive package. (Down Sell #2)

| Description of Services / Products | Price & Benefits to | |
|------------------------------------|---------------------|--|
| | Them | |
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Next, remove pieces from the previous solution for a lower priced, less comprehensive package. (Down Sell #3)

| Description of Services / Products | Price & Benefits to |
|------------------------------------|---------------------|
| | Them |
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Next, remove pieces from the previous solution to offer a low cost and/or free item. (Down Sell #4 – Free or Super Low Cost)

| Description of Services / Products | Price & Benefits to |
|------------------------------------|---------------------|
| | Them |
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