

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:

<ul style="list-style-type: none"> ➤ Unlimited 1:1 Coaching Sessions ➤ Weekly Group Mentoring & Masterminding for Momentum & Accountability ➤ Access to a Robust Resource Library (Marketing, Sales, Technology, Social Media) ➤ Specialized Speaker Training to Improve Presentations Skills ➤ Sales Training – Perfecting the Art of the Impact-Focused Sales Process (Selling WITHOUT Being Salesy) 	<ul style="list-style-type: none"> ➤ A 4.5 Day Elite Mastermind Retreat ➤ Specialized 1:1 Sessions for Personal Transformation and Blazing through Obstacles ➤ Opportunities to Speak on Stages (in-person and virtual) ➤ Development of Website Marketing Funnels & Campaigns ➤ Assistance Creating Digital Products (Audios, Videos)
<p>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</p>	

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?

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

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

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

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

