

SPOTLIGHT SESSION

Offers That Sell

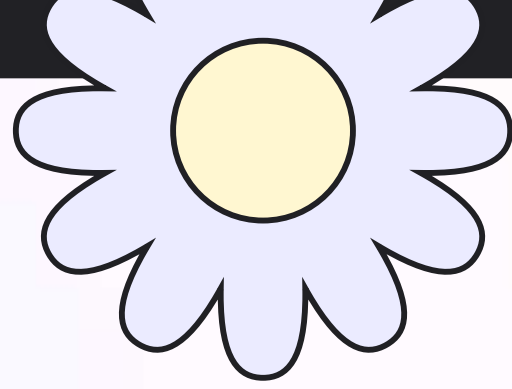
Keep Experimenting!

Protect
YOUR
Peace

Embrace
Enough

OWN YOUR
Weird!





YOU'RE WATCHING ONE OF OUR...

Spotlight Sessions!

A coaching format designed to help you get the
best, most actionable info out of WAIM



These sessions are designed to bring the most



potent, actionable advice to the surface.

Our previous sessions will remain a rich library of skills you can dig into in order to support these fundamental topics.



Spotlight Sessions Format

1: EXPLAINER



Core concepts + links to deeper dive resources

2: KEYS



Most important guiding principles to remember

3: STEPS



Action steps to build or optimize this in your biz

4: EXECUTION



Watch how we execute and manage this using Notion



Spotlight Sessions Format

FIELD NOTES

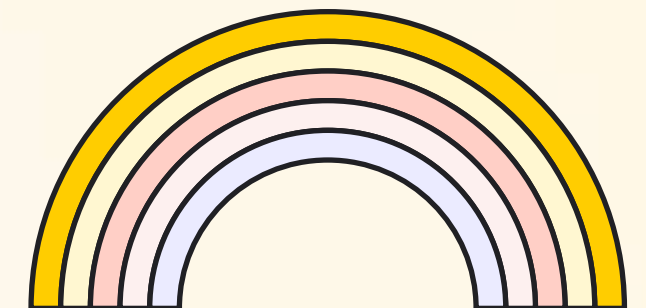
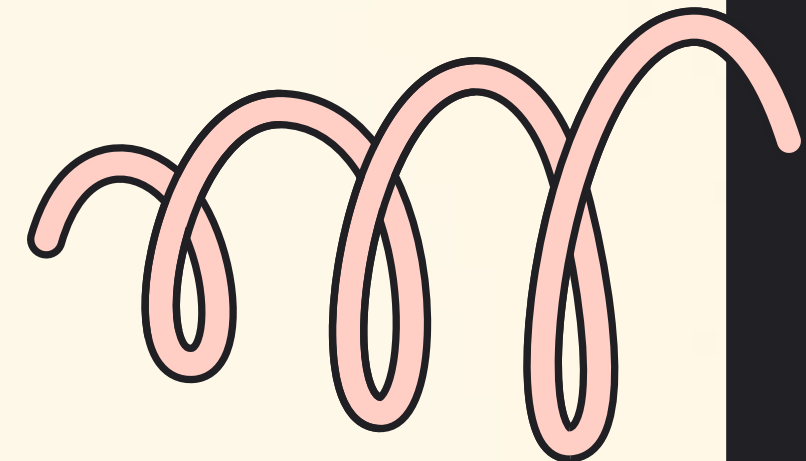
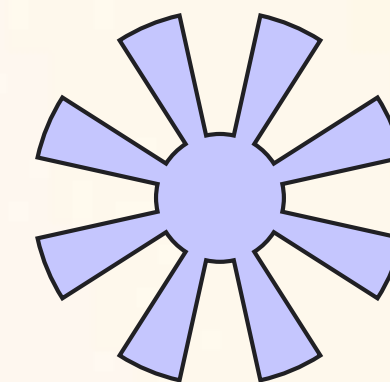


Updates on something we're
experimenting with

Q&A



Bring your Q's and we'll give
our best A's!



Check out the workbook for this session!



Offers that Sell: Spotlight Session ✍️

🔗 1 backlink



Navigation

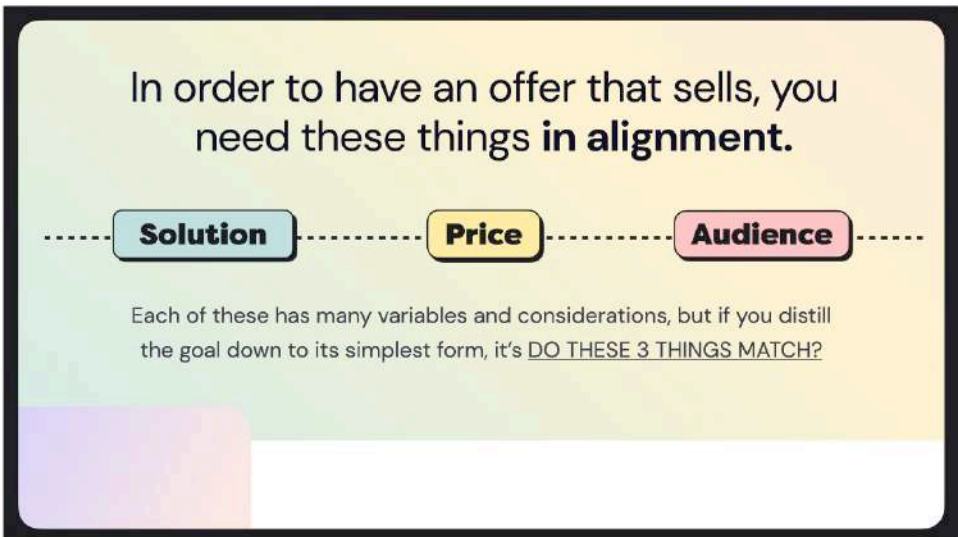
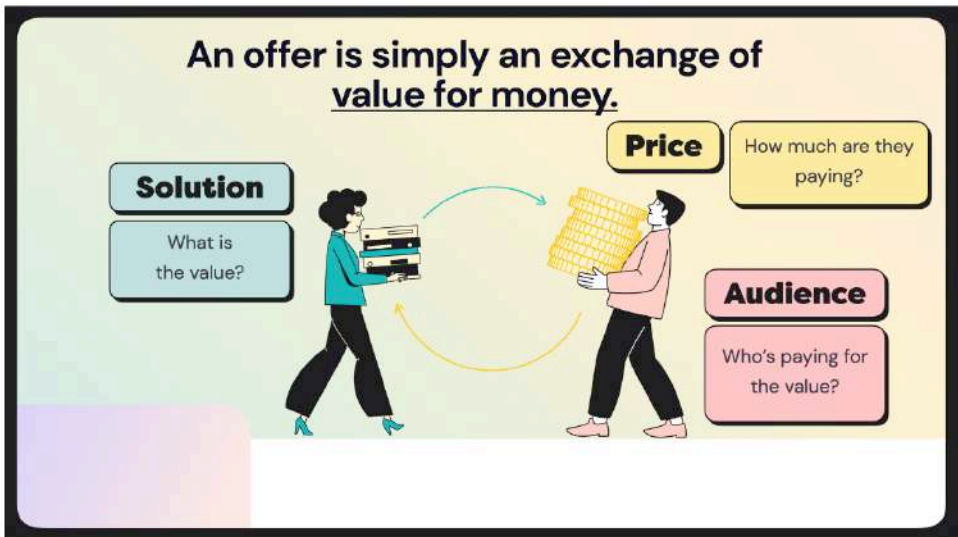
- 📄 Explorer
- 🔑 Mindset Keys
- ✅ Steps
- 🔍 Dive Deeper - More WAIM Resources



To start using this template, go to the top right-hand corner and click **Duplicate** to add this page to your Workspace and allow you to edit its contents.



📄 Explorer



A Chef's Kiss Offer 🍷👨🍳

👉 A "Chef's Kiss Offer" is what we call an offer that just WORKS. It's an offer you can run an entire business on because it's repeatable, it's scalable and it's simple. If you want to know the key components of a Chef's Kiss Offer, just remember this acronym: K.I.S.S.E.S. 🤔🤔🤔

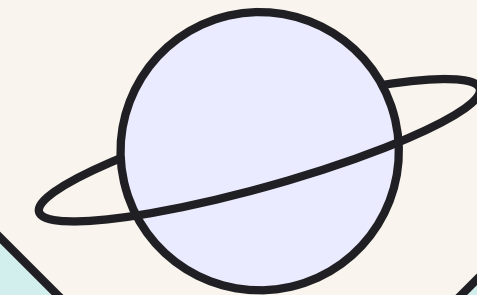


WAIM COMMUNITY VALUES

Inclusivity

We welcome and celebrate people of every race; ethnicity; gender or non-gender; sexuality; mental, physical, intellectual and sensory disability; neurodiversity; body size; or hair length (or lack thereof 🧑). We aim to continue educating ourselves and each other on ways to intentionally cultivate a space where everyone feels seen, supported, & celebrated.

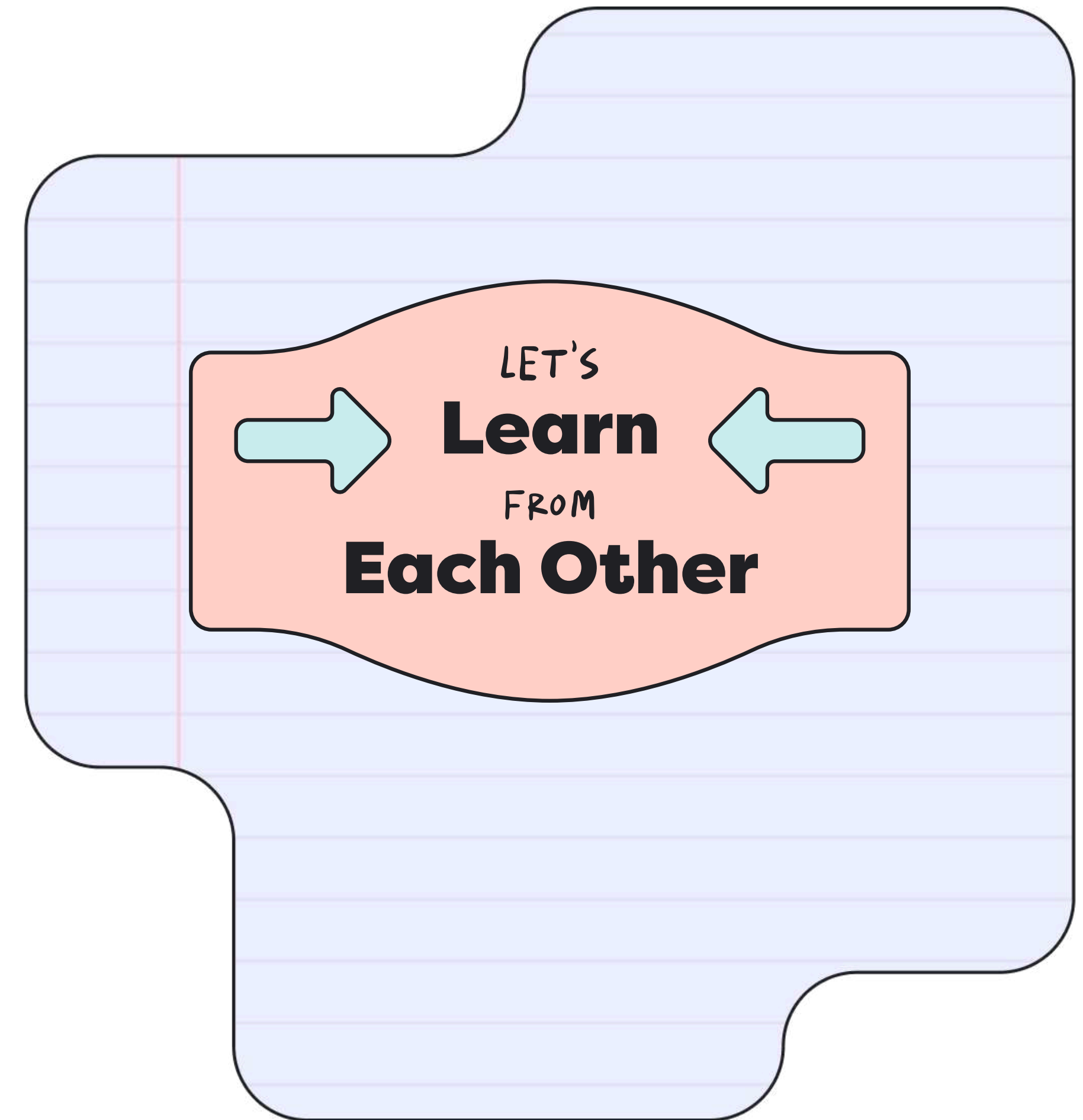
**Celebrating
Uniqueness**



WAIM COMMUNITY VALUES

Mutual respect

We are all on the same “level” in WAIM, regardless of experience level, figs status or knowledge, so we don’t want to talk down to each other. We aim to maintain a level of mutual understanding and respect, while also remaining open to feedback and help without defensiveness.

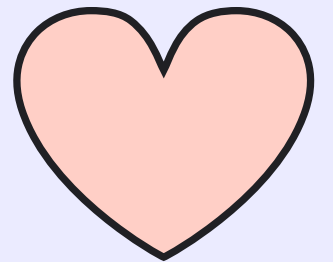


WAIM COMMUNITY VALUES

Vulnerability

We champion being open and real in this community. This isn't a place for pretending we have it all together. With that, it's important to also practice receiving someone's courageous vulnerability with warmth, compassion and understanding.

**Sharing
Authentically**



WAIM COMMUNITY VALUES

Listening & tactful feedback

We support each other by offering feedback when asked, but we deliver that feedback in a way that is constructive, tactful, and compassionate. We also commit to really listen to each other for what help and support is being sought, rather than just knee-jerk reacting with our two cents.



Harm Repair Process

When something has been said or done inside WAIM that has brought harm to you, this is how you can bring that feedback to us so we can make it right and learn going forward.



Always Learning →

→ **Always Growing**

wanderingaimfully.com/repair





Part 1

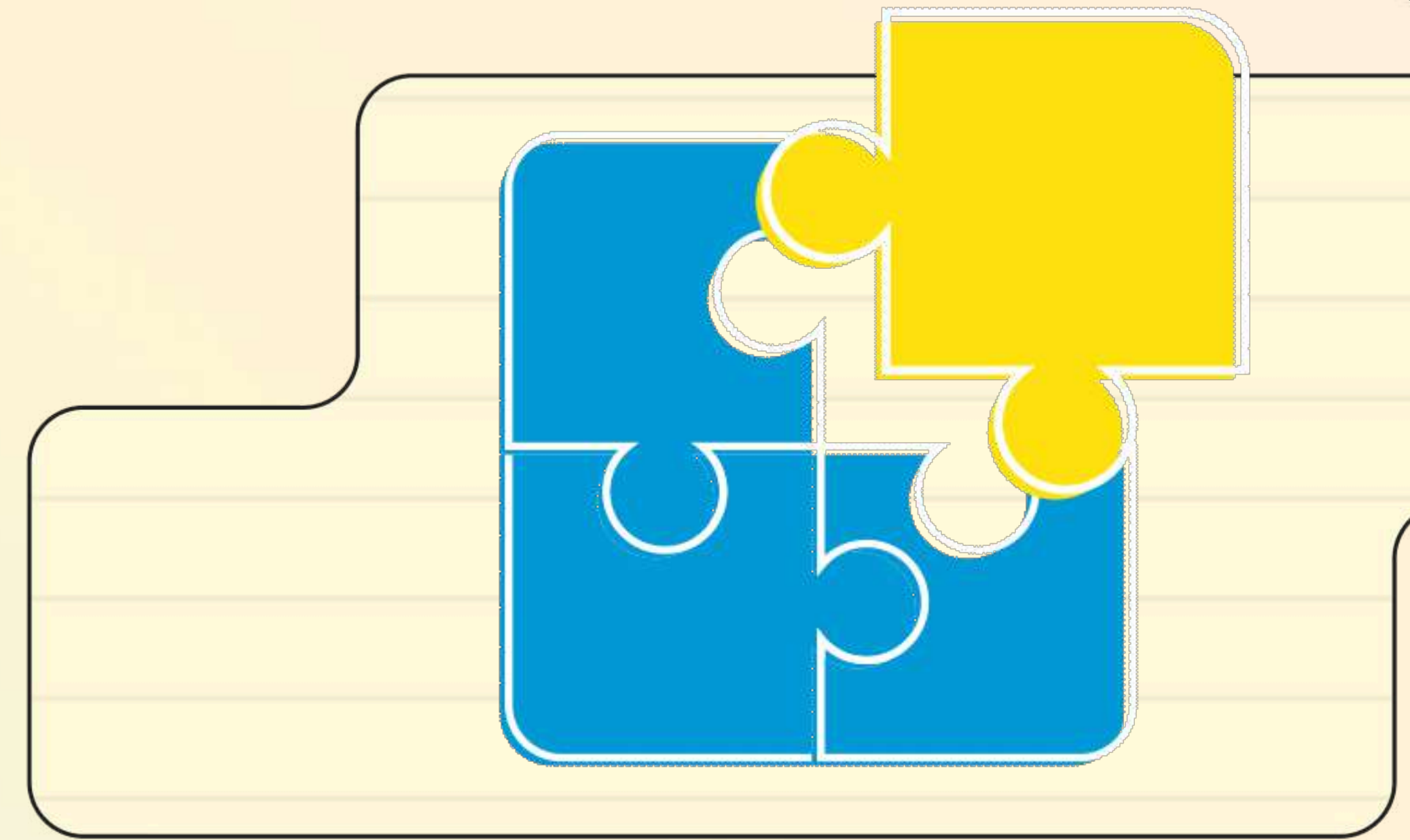
Explainer

Let's dig into the crucial frameworks you need to understand to come up with a killer offer that sells



In the massive puzzle that is creating a profitable business, few pieces are more important than...

Building an offer that's designed to sell.



Let's break down an "offer" into its individual parts so we can tackle each one.

Gif by @BareTreeMedia



An offer is simply an exchange of value for money.

Solution

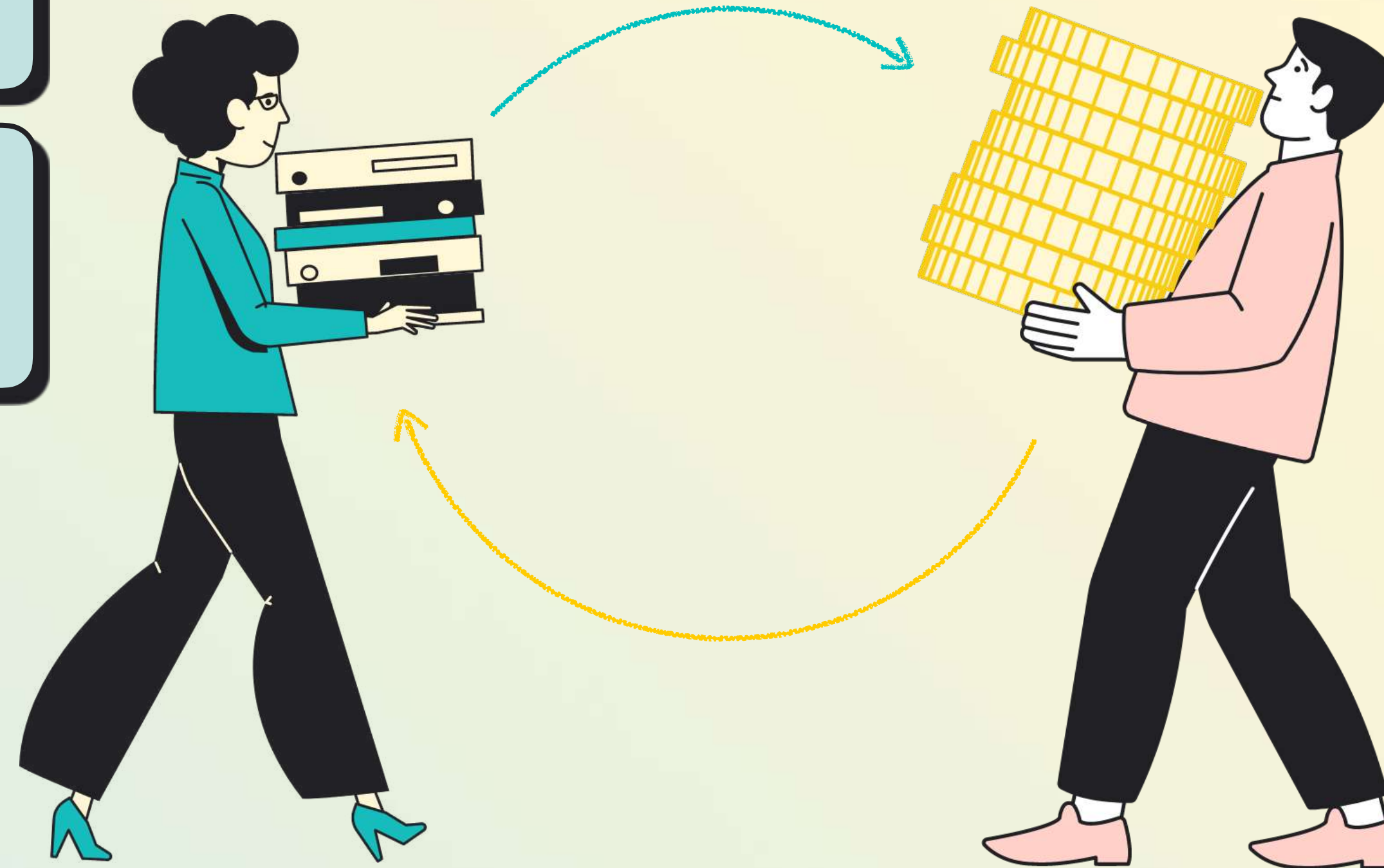
What is the value?

Price

How much are they paying?

Audience

Who's paying for the value?



In order to have an offer that sells, you need these things in alignment.



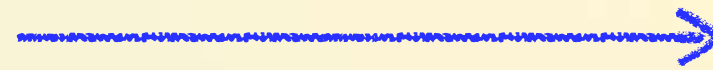
Each of these has many variables and considerations, but if you distill the goal down to its simplest form, it's DO THESE 3 THINGS MATCH?



Solution

=

Price

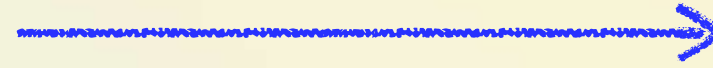


The ROI and perceived value of your solution needs to match your price.

Price

=

Audience

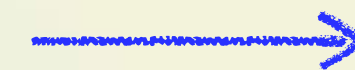


Your price needs to match what your audience can and will pay.

Audience

=

Solution



Your audience needs to be *aware* that they need your solution.



Solution



Price

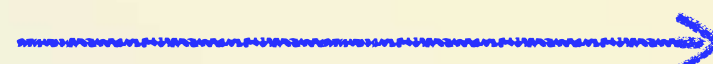


A hobby course on how to make clay earrings for \$2,000.

Price



Audience

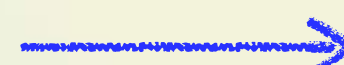


A \$20,000 website package for early stage non-profits.

Audience



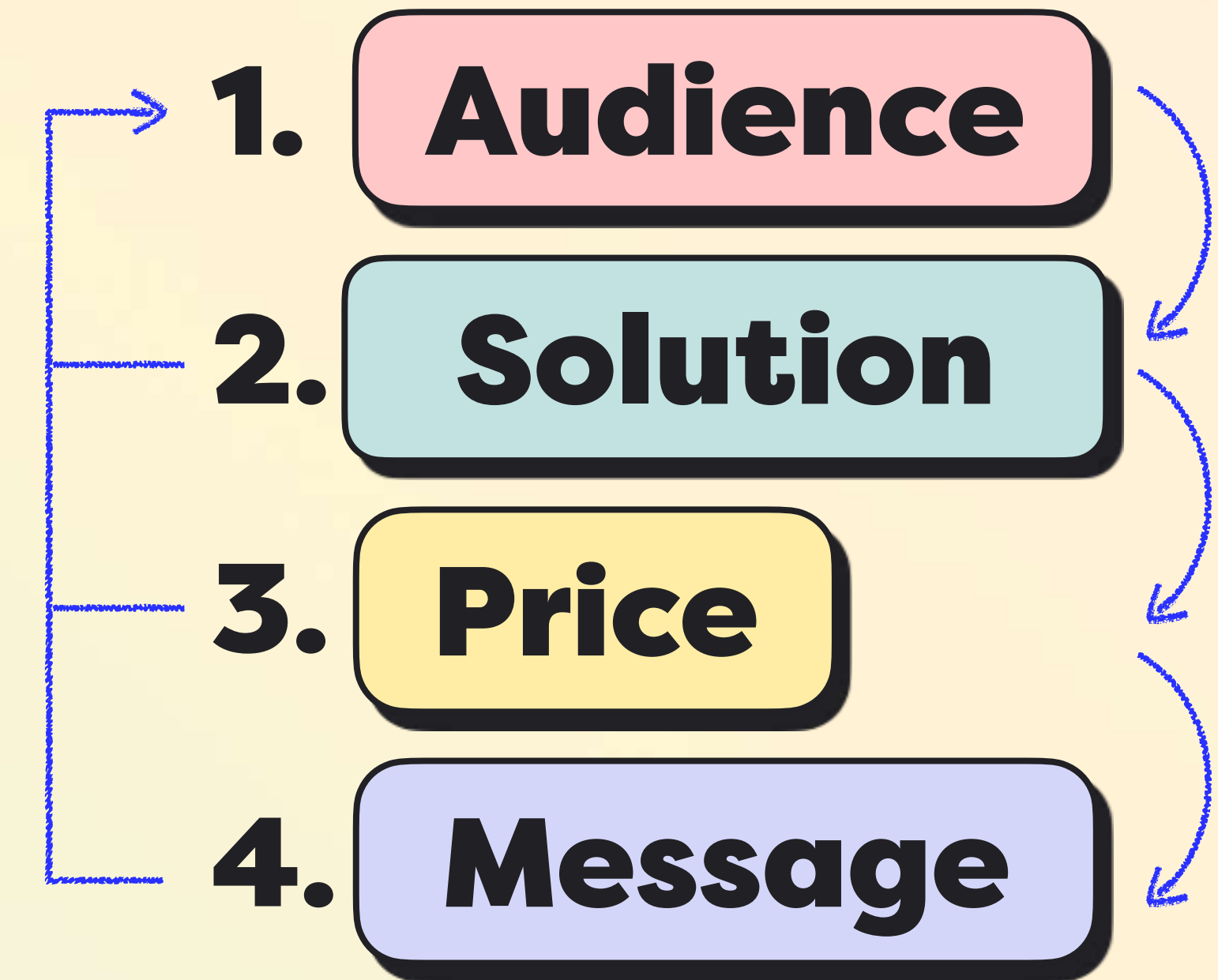
Solution



Advanced site speed audit for brick and mortar hardware stores.

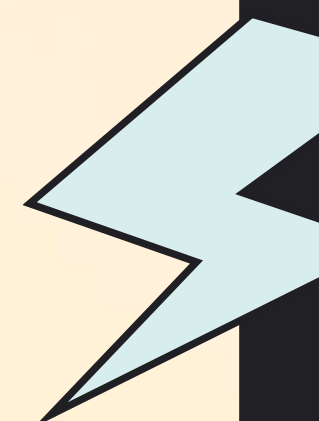
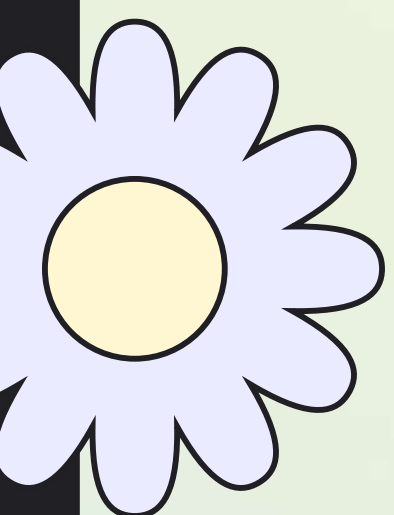


So, how do you go about designing an offer that has these 3 things in alignment?

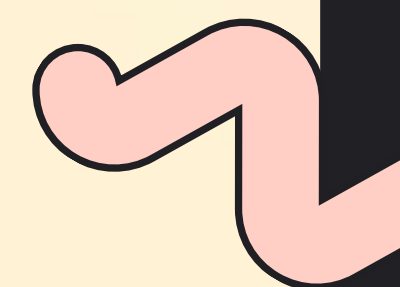


If we design these things right, you get what we call a Chef's Kiss Offer.





A Chef's Kiss Offer = more cash AND more calm.



It just WORKS. It's repeatable, it's scalable, and it's simple.



When creating a Chef's Kiss Offer, think KISSES



- K**nown problem for your target audience.
- I**nteresting (to you!) Enjoyment matters.
- S**calable for your energy input & profit output.
- S**ocial proof that your solution works.
- E**conomical to your customer for the ROI.
- S**ingular! Set apart from what else is out there.



Audience

Brainstorming offers for
your audience 💡

Known problem

Solution

Evaluating
solutions as offers ⚖️

Interesting

Scalable

Price

Message

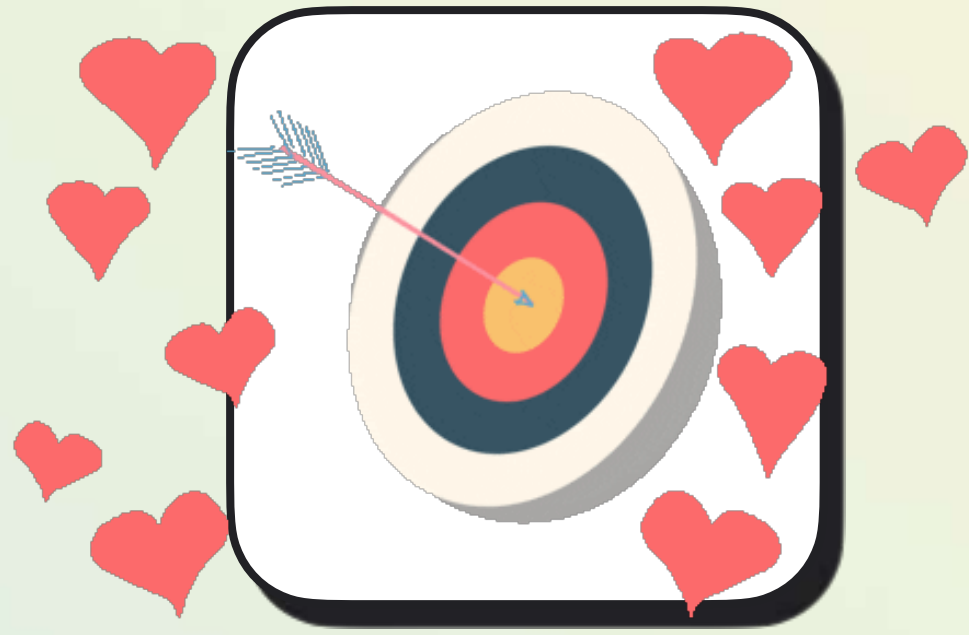
Selling your offer 🛒

Social proof

Economical

Singular!





**You're probably not
going to hit the
Chef's Kiss target
right out of the gate.**

It will take experimentation.

But we hope that by knowing what to
look for, you'll get much more
discerning in WHICH offer ideas you
experiment with.





WAIM's Revenue Growth



Audience

LET'S BEGIN WITH YOUR AUDIENCE.

Who does your business help?



Your Audience

We help **intentional online business owners** who want to transition from client work to selling digital products.



SHOUT OUT TO OUR
BUSINESS
FOUNDATION
SPOTLIGHT SESSION!



What makes a Chef's Kiss

Audience

- ☐ Is your audience *niche enough* that you can speak to their pain points and hurdles?
- ☐ Do you have **skills** that can alleviate these pain points?
- ☐ Is this audience of people **growing** or shrinking in the macro sense?
- ☐ What level of **purchasing power** does your audience have?
- ☐ Can you list **at least three ways you could find/target** people in this audience?
- ☐ Is this a group of people you **want** to be helping?



Every offer should start with a problem you're trying to solve for your audience.

If you can't clearly articulate the problem your offer solves, you will find it very difficult to market it.



K

nown problem



Color
your
soul

Slack Group



Color Your Soul:
Freedom



Color Your Soul:
Confidence



Digital Mag



Downloadable App

Online Classes



OOPS, I LED WITH
WHAT I WANTED TO
CREATE AND NOT
NECESSARILY WHAT
MY AUDIENCE
NEEDED.



Audience

The Transformation

- What is the ultimate outcome they're looking for?
- Paint a picture of how things would be different for them if they achieved this.

Their Pain Points

- What is painful in their day to day right now?
- What problems do they encounter over and over again?
- What is standing in their way from achieving the transformation?



Audience

YouTube creators > with channels of 50K subs looking to grow past 100K

The Transformation

- They want to grow to over 100K+ subs
- They want to be able to charge for sponsorships
- They want to be able to become a full-time content creator

Their Pain Points

- They spend SO much time editing
- They are so busy creating the next video they don't have brain power to think about strategy



Audience

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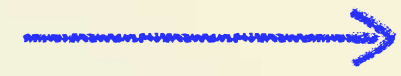
Your Solution

- Short-form video content creation & strategy

COOL, BUT THERE ARE A MILLION DIFFERENT WAYS TO DELIVER THIS SOLUTION...



Short-form video
content creation &
strategy



**You could serve this up in all kinds of
offer shapes and sizes.**



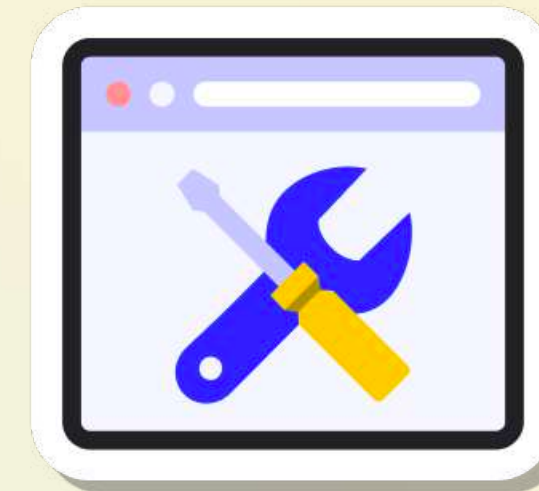
Guide

Coaching



Templates

Client Service



Online Course

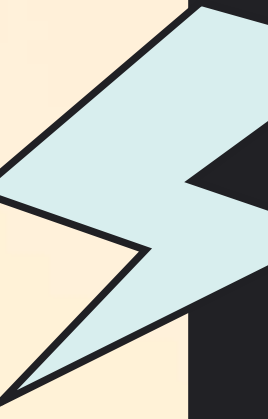
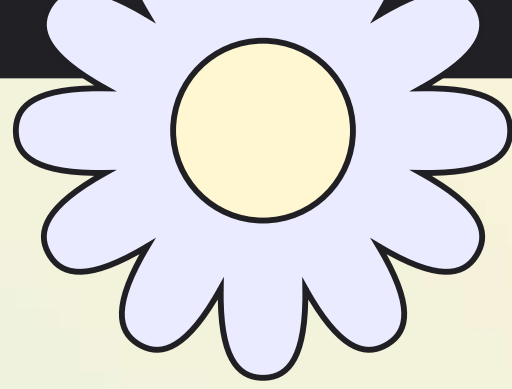




Each of these offers is a different time and energy commitment, a different level of scalability, and will probably have a different price.

This is a good thing. It gives you options.





WE WANT TO TEACH YOU HOW TO

**Come up with endless
offer ideas.**



Why? Because endless offer ideas =



Higher chance you find an offer that gets you more cash AND more calm.



Less money fear and scarcity



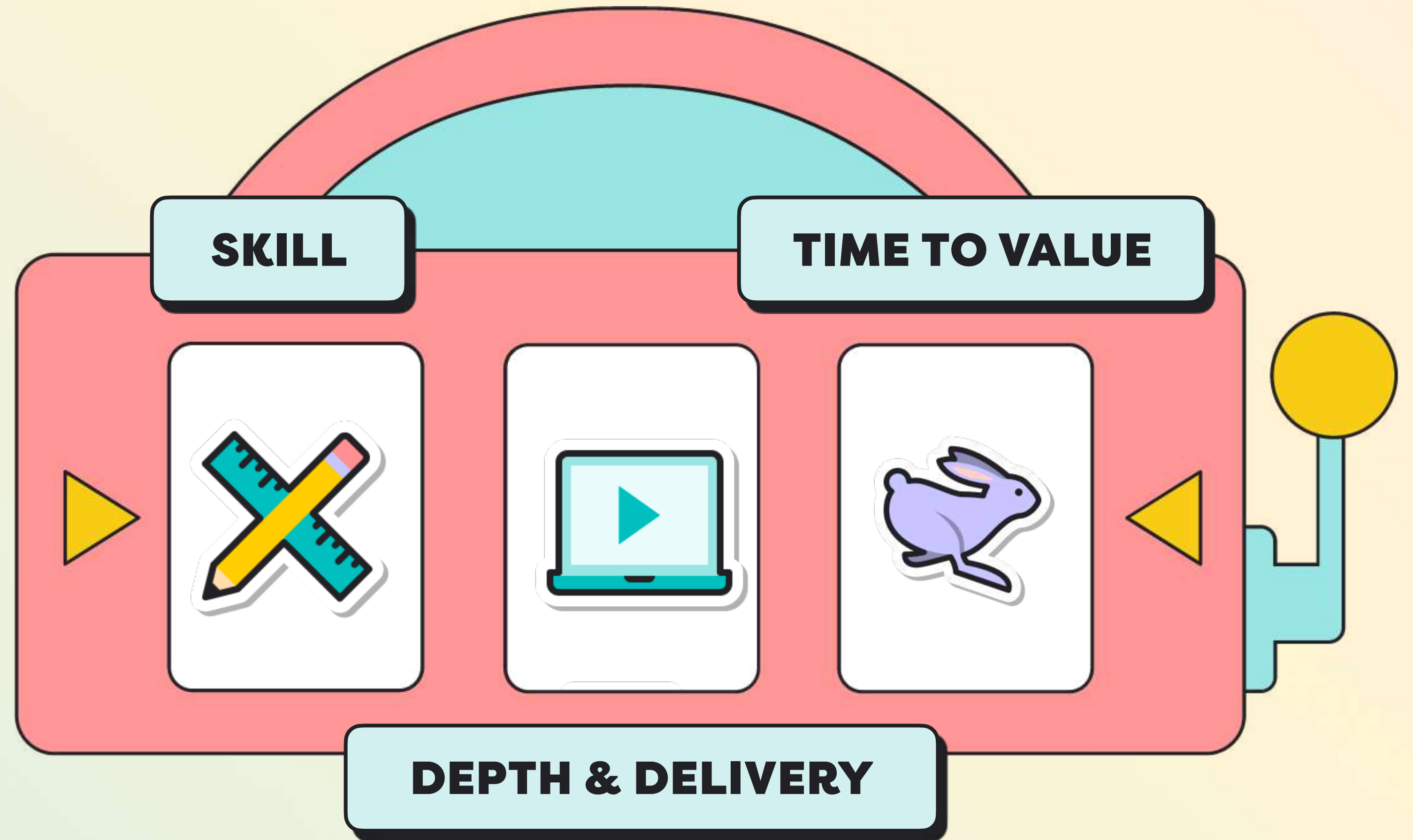
More creativity, fun and innovation



Solution

Slot Machine!

**Never run out
of offer ideas
again!**



Solution

Help YouTube creators who don't have time to edit short-form video turn their content into short-form for Shorts, Reels & TikTok.

=

1. SKILL

What skills are involved in achieving this solution?

+

2. DEPTH & DELIVERY

What are the ways you could **deliver** an online solution and **how deep is your involvement** in that delivery method?

Is it a Done For You solution, Done With You solution or Do It Yourself Solution?
(DFY, DWY or DIY)

+

3. TIME TO VALUE

How long between purchase and when your customer experiences the value of your offer?



Solution

Help YouTube creators who don't have time to edit short-form video turn their content into short-form for Shorts, Reels & TikTok.

=

1. SKILL

- Video editing
- Motion graphics
- Storytelling
- Gold-nugget-mining
- Animation
- Social media strategy

+

2. DEPTH & DELIVERY

- Service package (DFY)
- Strategy guide (DWY)
- Coaching Program (DWY)
- Templates (DIY or DWY)
- Video Course (DIY)
- Guide (DIY)

+

3. TIME TO VALUE

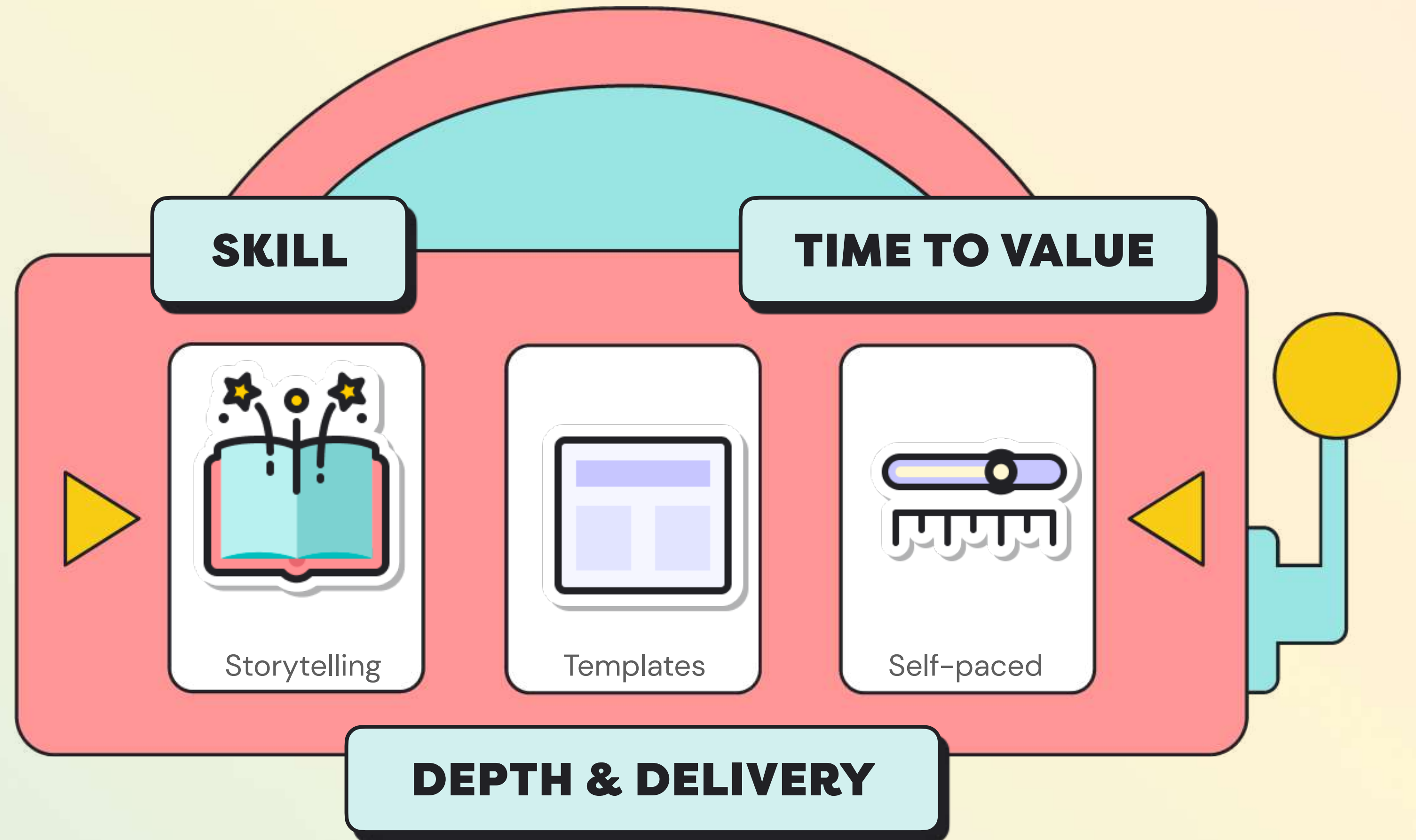
- Self-paced
- Xtra-short (day)
- Short (week)
- Medium (weeks to 1 month)
- Long (months)
- Xtra-Long (6+ months)



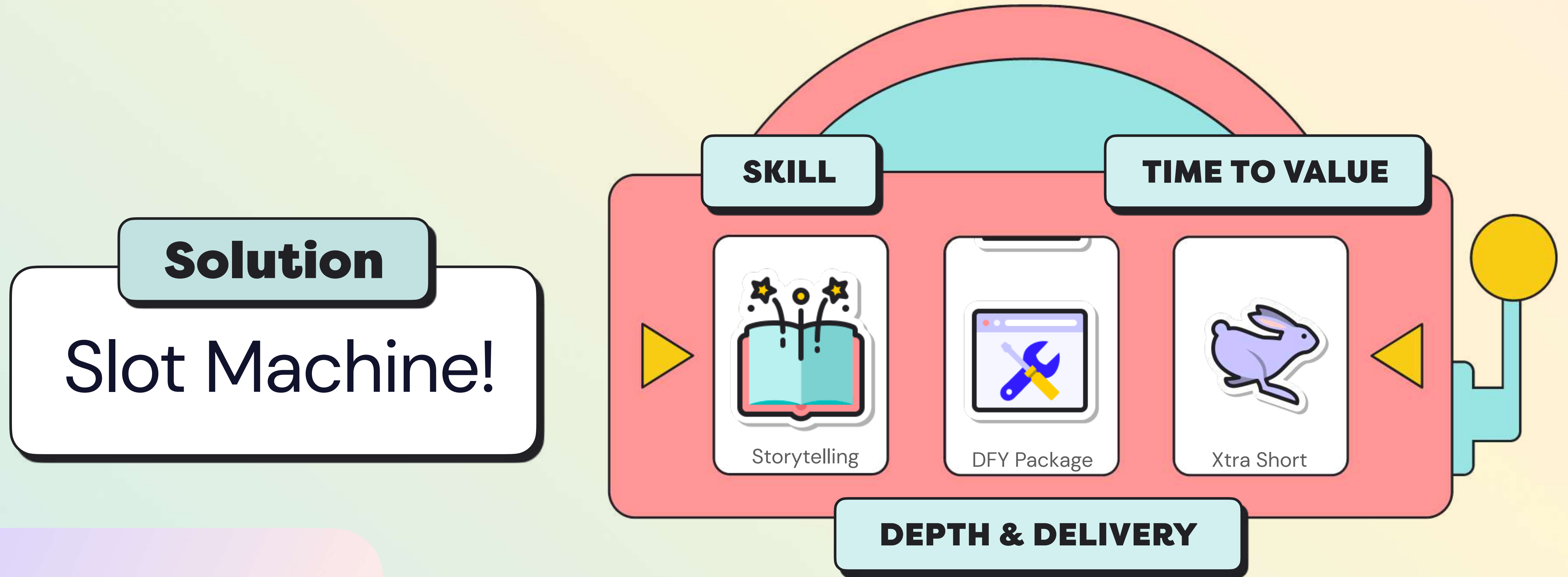
**Solution Package = Storytelling Mad Lib scripts for
Shorts that keep attention, self-paced**

Short-form content
for YouTubers who
want to grow.

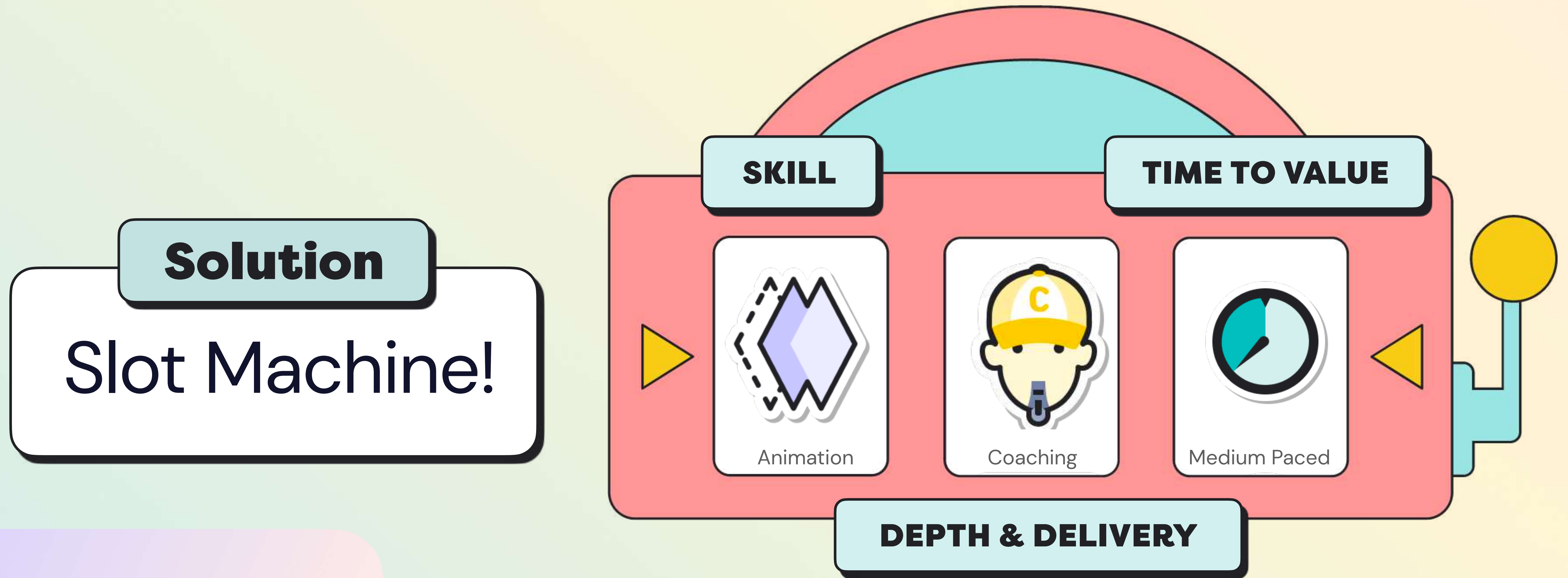
Solution Slot Machine!



Solution Package = 50 Shorts in a Day, a storytelling client package, done in a day, writing 50 Shorts scripts



**Solution Package = Animation bootcamp program for 6 weeks
showing you fastest processes to make animated shorts**



USE THE "SLOT MACHINE"

In Your Workbook!

Use this random number generator to pick a number in each column. Write all the combinations below to help you come up with offer ideas.

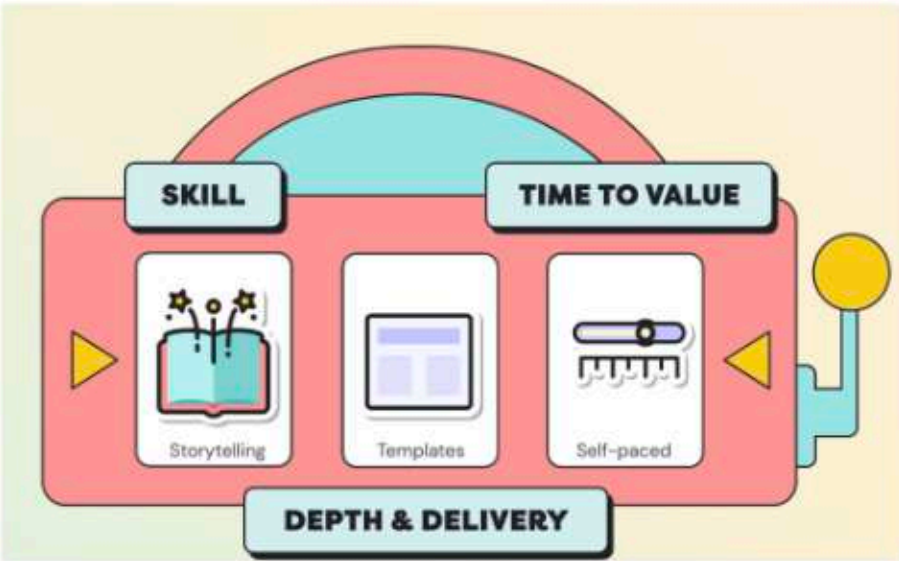
True Random Number Generator

Min:

Max:

Result:

Powered by [RANDOM.ORG](https://random.org)



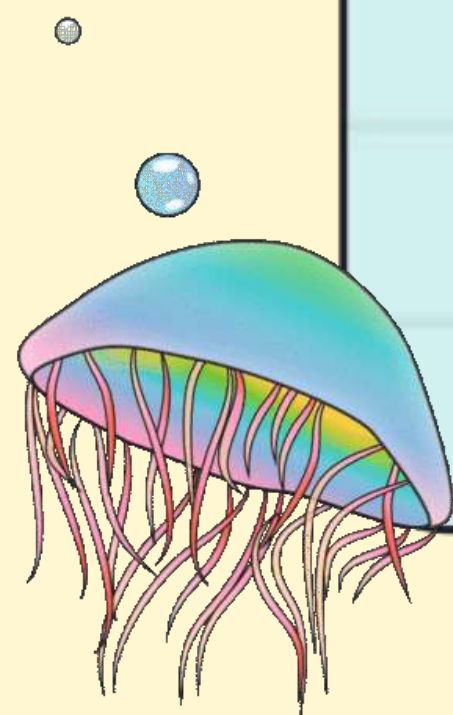
Offer Ideas List:

 Write your list of combinations here plus the idea of how to package your solution:

 Skill	 Package	 Time to Value	 Idea
Ex) Canva	Ex) Coaching Program, DWY	Ex) Short (1 week)	1-week bootcamp on how to use Canva to make social media graphics



Dive deeper



We go over a similar process more in-depth in our “Identifying Your Offer” session with ingredients + recipes.

Brainstorming Offer Ideas

It might help you brainstorm offer ideas if you remember all the things you have at your disposal of value that someone might be interested in paying you for. We call these your **ingredients** and they are unique to you! You may just uncover a few hidden talents you can m

YOUR INGREDIENTS:

Strengths:
What are you naturally good at?

Skills:
What can you do that everyone can do?

Personality:
What traits make you uniquely equipped to work with certain people or in certain situations?

Knowledge:
What topics can you talk about confidently?

Ideas/solutions:
What unique solution to an existing problem do you have a vision for?

Audience/Network:
What people do you know around you that you value from whether it's a number or in collaboration?

Brainstorming Offer Ideas

Write your list of favorite ingredients from the previous page here:

For example, you might write: "Making fonts; sales page copywriting; creating Canva templates; experience working with clients..."

RECIPES

Now it's time to combine those ingredients into tasty recipes! Look at your ingredients and then write down some different ways you can package your ingredients. Remember, there are no bad ideas—it's a brainstorm!

- Book/E-book
- Templates
- Online Course
- Audio Experience
- Membership
- Workshop
- Service Package
- Time Package

For example: "Hand-written fonts membership site; Sales page copywriting templates; Canva templates."

IDENTIFYING YOUR OFFER

Here are the 3 kind of offer models your business might fit into:

1 Exceptional "Chef's Kiss" Offer

One core offer that you can focus all your energy on (like WAIM!)

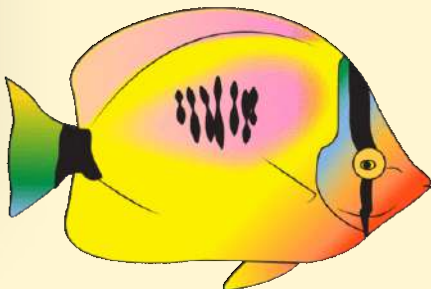
Offer "Tasting Menu" / Value Ladder



Multiple offers that speak to the same customer at different points on one journey.

A La Carte Offers

Multiple offers that speak to different customers and you prioritize equally.

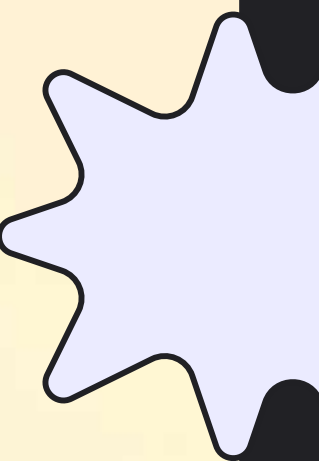
wanderingaimfully.com/offer-session/





BRAINSTORMING OFFERS IS A VALUABLE SKILL,

**But the skill that will level your
business up is DECIDING which
offer to pursue.**



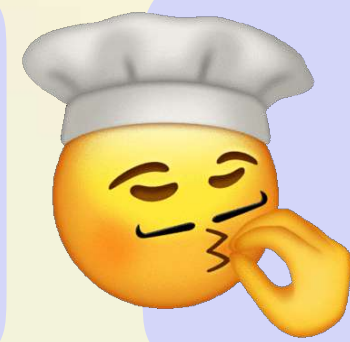
Evaluating your offer ideas



Known problem



How much does
your audience
need it?



Interesting



How much would
you enjoy making
and delivering it?



Scalable



As units increase,
do your profits
outgrow your
effort?



CREATE AN

Offer Score Card

Offer Ideas ↓	Scalable Score	Interesting Score	Known Problem = Validation Score	TOTAL
Shorts Storytelling Scripts	1-10, As your units increase, does your profit outweigh your effort?	1-10, How much would you enjoy working on it?	1-10, How much does your audience need it? Do you have evidence yet?	
50 Shorts in a Day Package				
Animation Bootcamp				



CREATE AN

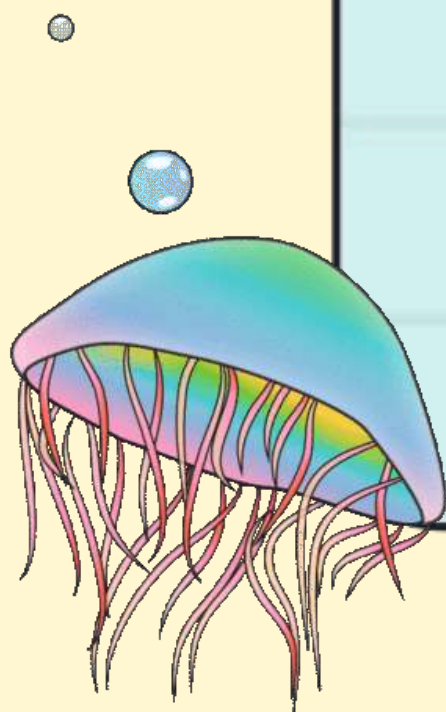
Offer Score Card

If you have two that are close in score, ask yourself: **Do you want harder to fulfill, easier to sell OR easier to fulfill, harder to sell?**

Offer Ideas ↓	Scalable Score	Interesting Score	Known Problem = Validation Score	TOTAL
Shorts Storytelling Scripts	10	5	5	20
50 Shorts in a Day Package	5	8	8	21
Animation Bootcamp	3	3	1	7



Dive deeper



You can also find this Offer Score Card in the “Identifying Your Offer” session.

Offer Score Card

Do you have SEVERAL different ideas for a new offer and you just have no clue which one is the best? This magical Offer Score Card and you can use it to find your best idea! ★★☆☆

- First, write down your offer ideas you want to evaluate in the **Offer Ideas** column.
- Then, **assign a score 1-10 for each offer under the “Scalable & Sustainable” column**, with 1 being a lot of revenue potential plus a high time investment to 10 being very scalable.
- Next, **assign a score 1-10 for each offer idea in the “Interesting/Enjoyment” column**, with 1 being very interesting to you and 10 being very enjoyable to work on.
- Finally, **assign a score 1-10 under the “Validation” column**, with 1 being you even needs or wants this idea or 10 being your audience has shown they’re interested.
- Now add up your totals and the offer idea with the highest score is your winner!

OFFER IDEA SCORE CARD TOTALS

Offer Ideas ↓	Scalable & Sustainable Score	Interesting/Enjoyment Score	Validation Score	Total Score

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IDENTIFYING YOUR OFFER

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Offer “Tasting Menu” / Value Ladder

Multiple offers that speak to the same customer at different points on one journey.

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Multiple offers that speak to different customers and you prioritize equally.

wanderingaimfully.com/offer-session/



Audience

Brainstorming offers for
your audience 💡

Known problem

Solution

Evaluating
solutions as offers ⚖️

Interesting

Scalable

Price

Message

Selling your offer 🛒

Social proof

Economical

Singular!



Selling your offer

Message



Social Proof



Does your audience
TRUST and BELIEVE
that you can solve
their problem?

Price



Economical



Do they trust and
believe the value is
MORE than the price?

Message



Singular



Is your offer different
from everything else
they've tried or
considered?



Price

Does your customer believe that the value of your solution is **worth more** than the price they're paying for it.

Value of your

Solution

Price



Price

No one can tell you the “right” price for your offer. It takes strategic thinking and experimentation to find the right fit.

Here are **4 ways to think about pricing**, and you can play around with each one until you find a price that matches the perceived value of your offer in your audience’s mind.



Production Cost



Positioning



Peer



Payoff



Price

4 P's to approaching price



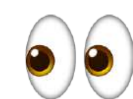
Production Cost

Taking what it **costs to produce** the offer and then applying a markup to create a profit margin.



Positioning

Thinking about how you want your audience to perceive your offer in the **market landscape**.



Peer

Using **peers in your industry** and similar offers to price your offer relative to the competition.



Payoff

Thinking about the **ROI of the ultimate outcome** of your solution.





Production Cost



Positioning



Peer



Payoff

Cost \$1,000 + Markup 50%:

Price = \$1,500

Luxury Position
(High Price, High Value)
= \$10,000

Value Position
(High Value, Low Price)
= \$1,500

Economy Position
(Low Value, Low Price)
= \$250

Peer #1
= \$3,000

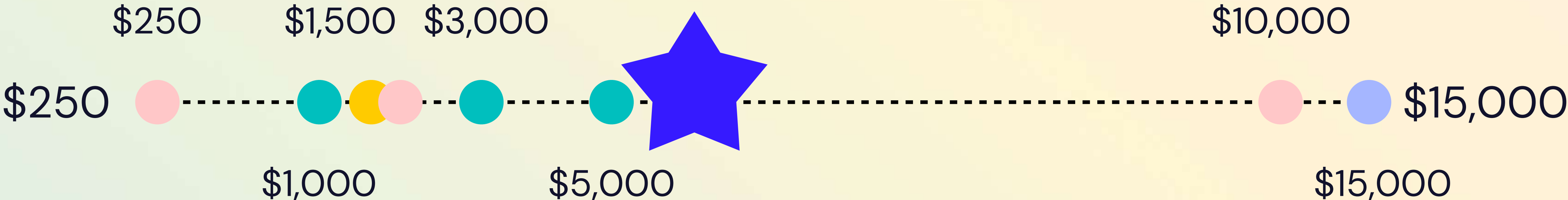
Peer #2
= \$5,000

Peer #3
= \$1,000

1 YouTube sponsor deal at 100K subs = **\$15,000**



The Pricing Play table helps you see the spectrum



Audience = **Price** = **Solution**

Value of your

Where does your gut tell you your offer idea sits on the spectrum?



Ways to increase the perceived value of your offer

Shorten the
time to value

Make the
transformation
more compelling

Make the
outcome more
probable

Make it more
fun

Reduce the
effort someone
needs to put in

Build an
emotional
connection to
your brand

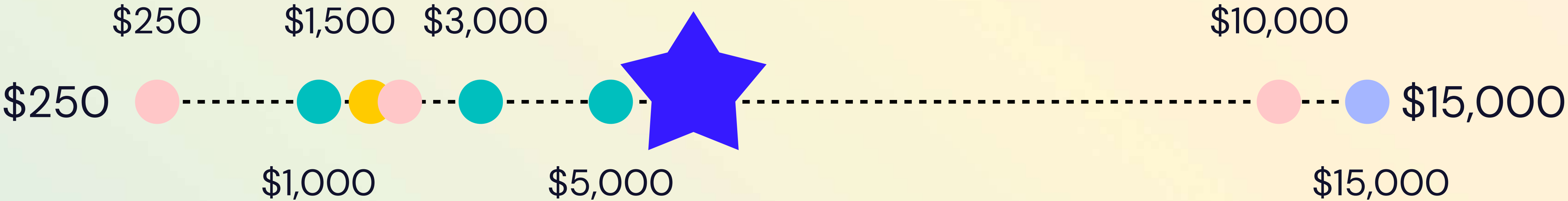
Up the quality
of the
experience

Value of your

Solution



The Pricing Play table helps you see the spectrum



I'm going to think about how I can deliver my offer in a shorter time frame, increase accountability to make the outcome more probable, and change the outcome I'm selling to landing your first paid sponsored videos for \$10,000



Selling your offer

Price

Message



Social Proof



Does your audience TRUST and BELIEVE that you can solve their problem?



Economical



Do they trust and believe the value is MORE than the price?



Singular



Is your offer different from everything else they've tried or considered?



Message

Audience

=

Price

=

Value of your

Solution

Your sales message is where you execute on the strategy you set with your Chef's Kiss Offer.

All that work you did to align these three things won't pay off unless you can connect the dots back to your audience.



Aside from our P.O.P.S.E.P formula for designing a compelling sales page, the two things you absolutely want to make sure you include are...



Social Proof



Singular

Brianna Rose
WELLNESS + NUTRITION

ABOUT OFFERS BLOG CONTACT [FREE QUIZ](#)

GLUTEN-FREE MEAL-PREP COURSE

Create easy gluten-free meals each week without complicated recipes.

[SIGN ME UP!](#)

Do you feel sick and tired of:

- ✗ TRYING TO STICK TO A GLUTEN-FREE DIET ONLY TO FAIL
- ✗ SEARCHING THE WEB FOR SIMPLE GF RECIPES
- ✗ TRYING GF SUBSTITUTIONS WITH NO FLAVOR AT ALL



Aside from our P.O.P.S.E.P formula for designing a compelling sales page, the two things you absolutely want to make sure you include are...



Social Proof

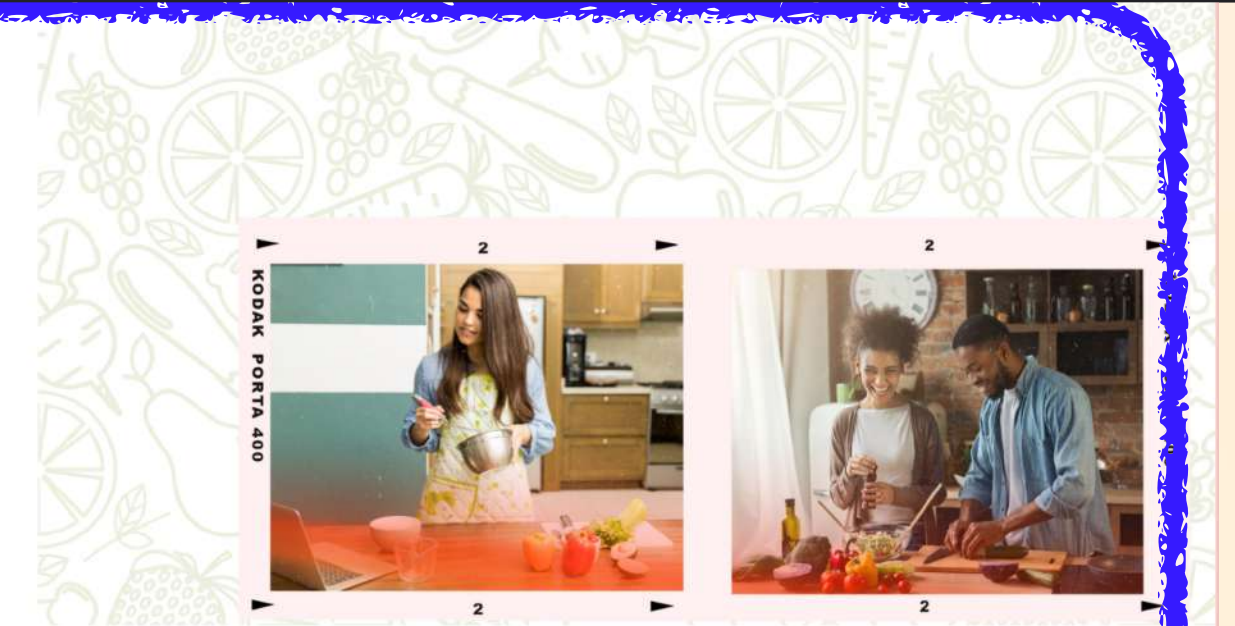


Singular

**By the end of this program,
you'll know exactly how to:**

- ✓ Grocery shop with ease
- ✓ Plan out a week's worth of tasty gluten-free meals
- ✓ Navigate substitution flours and ingredients

I'M READY TO JOIN!



*"Praesent nec nisl a purus blandit
viverra. Quisque ut nisi. Fusce a quam.
Quisque id odio."*

TESTIMONIAL #1

*"Lorem ipsum dolor sit amet,
consectetuer adipiscing elit. Nam
commodo suscipit quam. Cras ultricies
mi eu turpis hendrerit fringilla.
Curabitur ullamcorper ultricies nisi."*

TESTIMONIAL #2

SOCIAL PROOF IS GREAT FOR BUILDING GENERAL TRUST, BUT EVEN BETTER IS CONNECTING IT TO YOUR PROMISED OUTCOME. THAT'S THE PROOF PART.



Aside from our P.O.P.S.E.P formula for designing a compelling sales page, the two things you absolutely want to make sure you include are...



Social Proof



Singular



Create easy gluten-free meals each week without complicated recipes.

HAVING A SINGULAR OFFER IS ABOUT HIGHLIGHTING WHAT MAKES YOU DIFFERENT AND WHAT MAKES YOUR OFFER DIFFERENT.



TRYING GF SUBSTITUTIONS WITH NO FLAVOR AT ALL

I get it! I've been there! Three years ago I made the switch to a completely gluten-free diet. It was great for my personal health, but terrible for my taste buds! It took a long time and lots of trial and error to develop simple, tasty recipes that I could prep each week for my family without sacrificing on flavor or convenience.

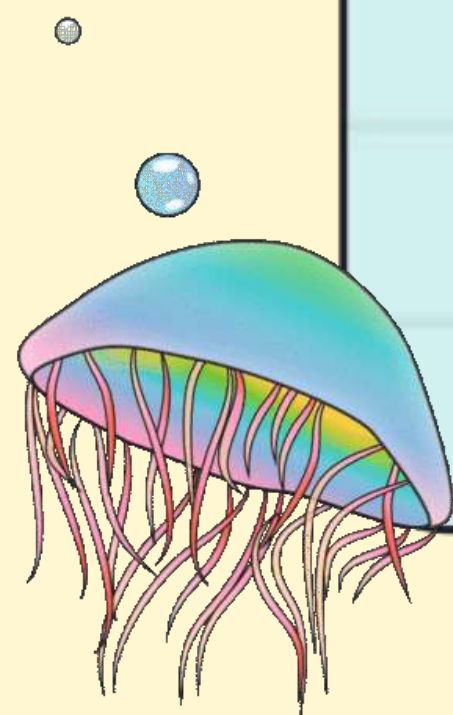


Your sales page checklist should match your KISSES checklist.

- ☐ Does your sales page speak to your audience's **problems** directly?
- ☐ Does it speak to how your solution and its benefits/features alleviate those problems?
- ☐ Does your passion, **interest**, and excitement come through in the copy?
- ☐ Do you explain the vehicle delivery & **scalability** in an enticing way?
- ☐ Does it have **social proof** that instills trust they'll achieve the outcome promised
- ☐ Does it adequately speak to the VALUE provided and position the **economics** of price in a way that makes sense
- ☐ Do you explain how your offer is **singular** and different from similar offers on the market?



Dive deeper



For more on how to structure your offer and messaging, check out Part 2 of our “Sales Launch Start to Finish” session

SALES LAUNCH START TO FINISH (PART 2)

SALES LAUNCH START TO FINISH 🚀: PART 2



Offer and Sales Page

wanderingaimfully.com/launch-session/

Your Launch Offer

Now it's time to get absolutely clear on the offer that you'll be selling during this launch. Use this page to define the problem your offer solves and what key features you want to highlight.

OFFER TWO-WORD TANGO

For example: "online course" or "website template" or "virtual yoga membership."

NAME OF OFFER

What will you call your offer? Example: "Better Branding Course" or "Wandering Aimfully Unlimited."

PROBLEM

What problem(s) or pain point(s) of your target customer does your offer alleviate?

OUTCOME

What is the ultimate outcome or future reality your offer will help your target customer achieve?

RESULTS

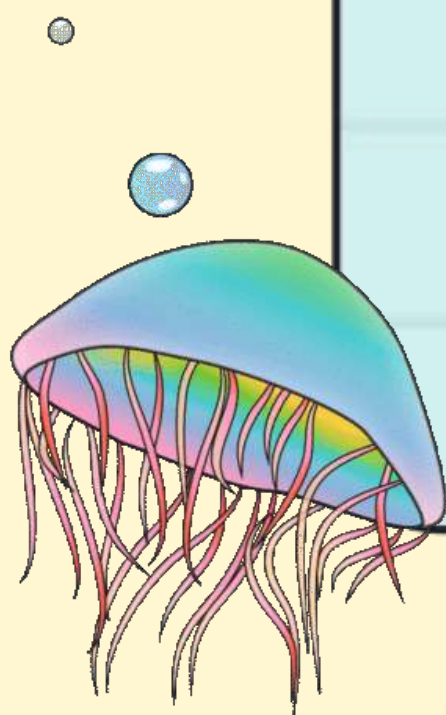
What are some of the features within your offer that your customer actually gets? Think of these as bullet points on your sales page.

KEY FEATURE

Now, which of these features is the KEY feature you want to highlight? Which will be the most enticing to your target customer?




Dive deeper



And check out the sales pages in the Page Layout Library if you're building a sales page from scratch!

PAGE LAYOUT LIBRARY

SALES LAUNCH START TO FINISH 🚀: PART 2




Offer and Sales Page

Search the WAIM Library for Page Layout Library.

Brianna Rose
WELLNESS + NUTRITION

ABOUT OFFERS BLOG CONTACT [FREE QUIZ](#)



Create easy gluten-free meals each week without complicated recipes.

SIGN ME UP!

Do you feel sick and tired of:


- ✗ TRYING TO STICK TO A GLUTEN-FREE DIET ONLY TO FAIL
- ✗ SEARCHING THE WEB FOR SIMPLE GF RECIPES
- ✗ TRYING GF SUBSTITUTIONS WITH NO FLAVOR AT ALL

I get it! I've been there! Three years ago I made the switch to a completely gluten-free diet. It was great for my personal health, but terrible for my taste buds! It took a long time and lots of trial and error to develop simple, tasty recipes that I could prep each week for my family without sacrificing on flavor or convenience.

Don't let the overwhelm keep you from a meal plan that makes you feel amazing!

All you need is someone to show you the way.

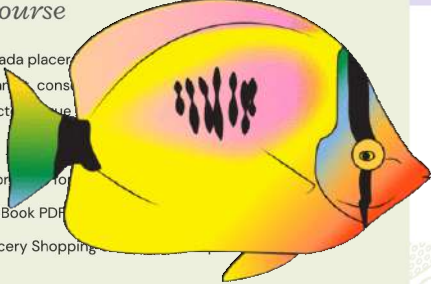
INTRODUCING...



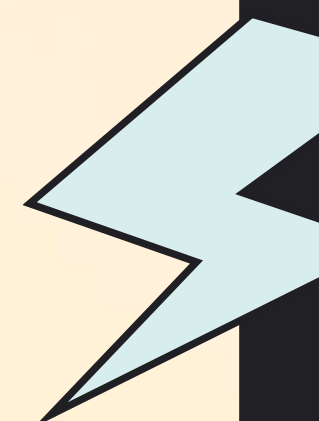
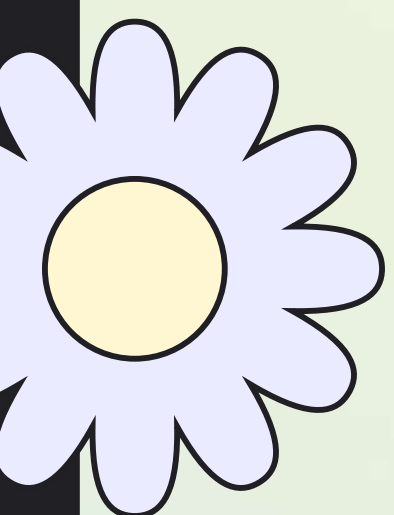
Gluten-Free Meal Prep
Online Course

Quisque malesuada placerat ipsum dolor sit amet consectetur. Pellentesque auctor placerat nisl.

- My 5-step program
- 80+ Recipe Book PDF
- Weekly Grocery Shopping

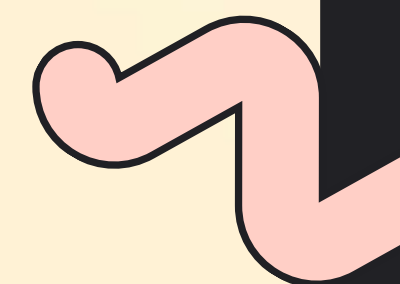






Selling your offer is just one step in the journey.

Don't forget your offer success also hinges on DELIVERING the solution's promise and improving over time.



Gif by @biyuskin



Ways to improve the fulfilled offer itself

01 Invest in the deliverable itself.

Goal = Make it more relevant.

02 Invest in the “packaging.”

Goal = Make it easier to consume or more fun or higher quality.

03 Invest in the results engine.

Goal = Make it easier to apply the value in your offer and achieve the desired outcome.

04 Invest in the personalization.

Goal = Make it more tailored to your customer.



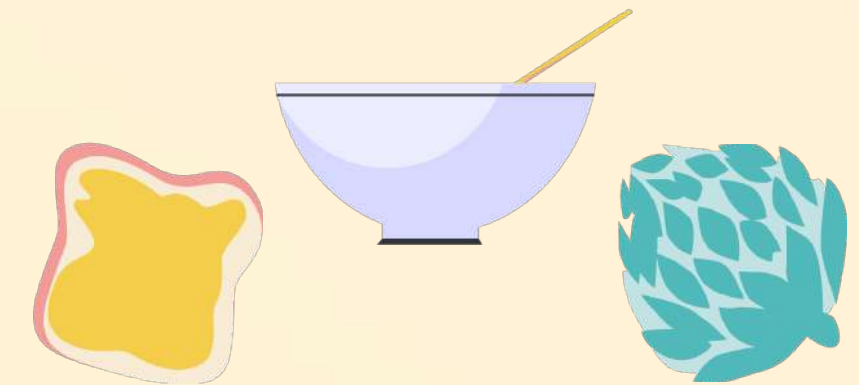
One offer vs. many offers?



1 Exceptional
"Chef's Kiss"
Offer



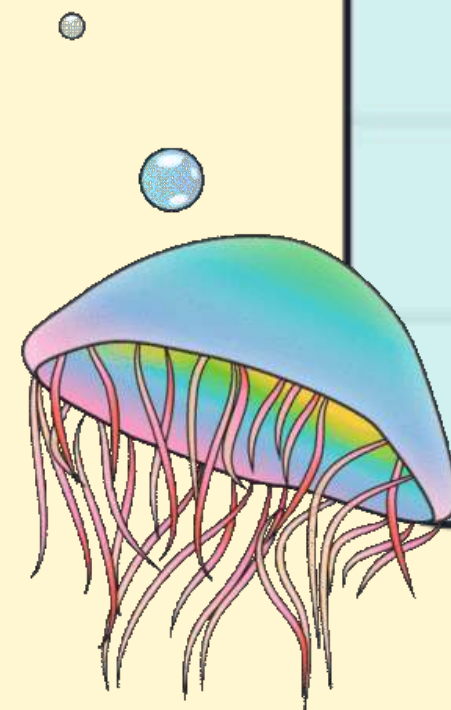
Offer "Tasting
Menu" /
Value Ladder



A La Carte
Offers



Dive deeper



If you're interested in how to set up an offer ladder and organize multiple offers, check out the "Identifying Your Offer" session!

IDENTIFYING YOUR OFFER

Here are the 3 kind of **offer models** your business might fit into:



1 Exceptional "Chef's Kiss" Offer

One core offer that you can focus all your energy on (like WAIM!)



Offer "Tasting Menu" / Value Ladder

Multiple offers that speak to the same customer at different points on one journey.



A La Carte Offers

Multiple offers that speak to different customers and you prioritize equally.

[wanderingaimfully.com/
offer-session/](https://wanderingaimfully.com/offer-session/)



An offer is simply an exchange of value for money.

Solution

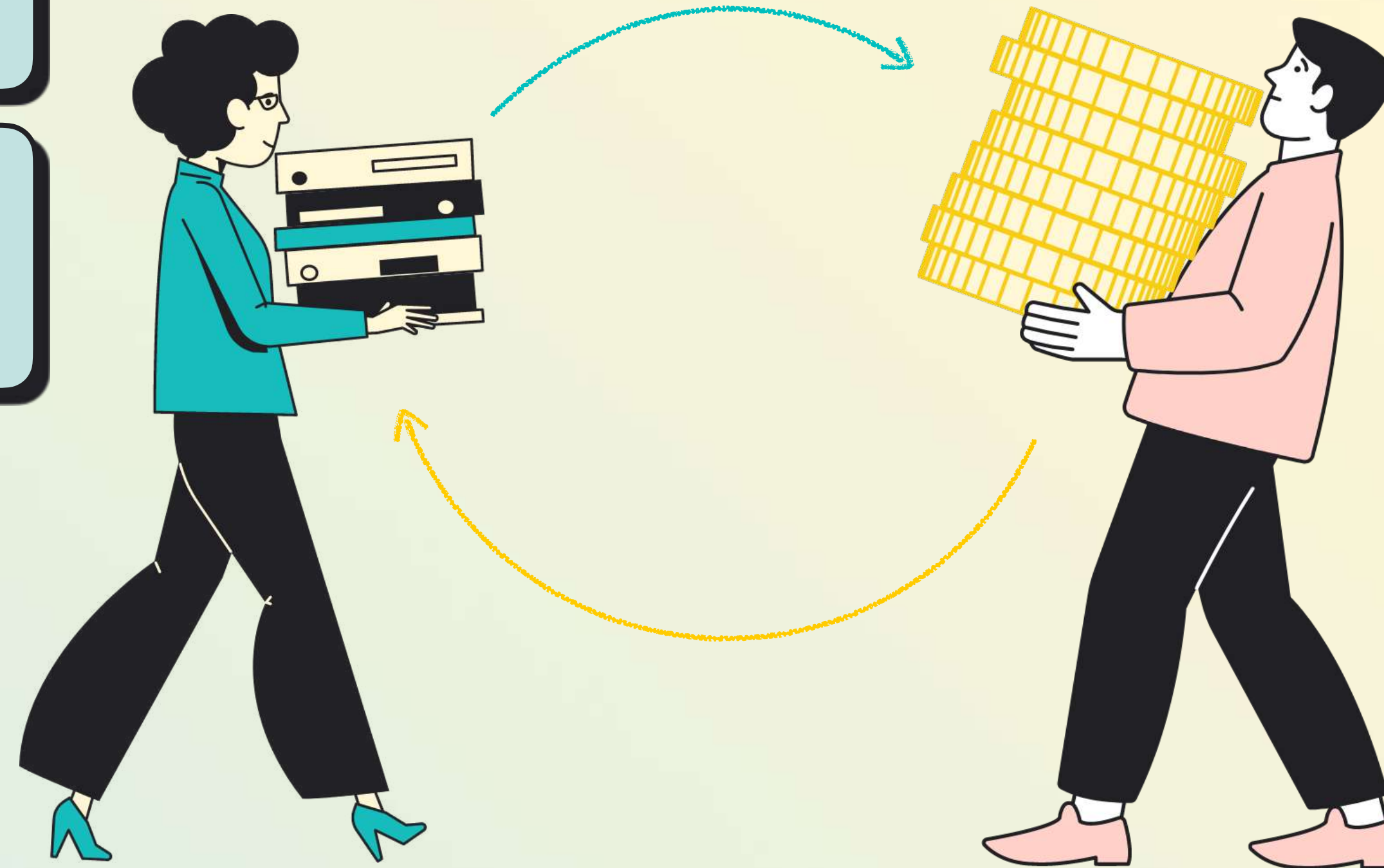
What is the value?

Price

How much are they paying?

Audience

Who's paying for the value?



In order to have an offer that sells, you need these things **in alignment**.



K = Known problem. Is your offer a solution to a specific problem your audience knows they have?

I = Interesting (to you.) Is this offer something you enjoy delivering? Can you stick with it long-term?

S = Scalable. As you sell more units of your offer, does the profit potential outweigh the energy input?

S = Social proof. Do you have testimonials, results, and evidence to show that your solution works?

E = Economical. Does your customer believe the value of your solution is worth more than the price?

S = Singular. Is your offer unique and compelling compared to similar offers out there?

Explainer Recap!



Think KISSES!



IT'S ALL AN
EXPERIMENT

OWN YOUR
Weird!

Protect
YOUR
Peace

Embrace
Enough

ALLOW YOURSELF
to EVOLVE

Unicorn
Power
Engage!

Break!

IT'S ALLOWED
TO BE
FUN

YOU define your own
SUCCESS





Part 2

Mindset Keys

Here are some guiding phrases to help you on your journey to putting this into action



KEY #1

**If you have an amazing offer,
everything gets easier...**

**If you have an offer that *doesn't*
deliver, everything gets harder.**

An amazing offer is one that delivers the promised results for your customers. Design an offer that gets results and the results will do the selling for you.



KEY #2

An offer that sells has an audience, a solution, and a price in alignment, PLUS a message that connects those dots.

An offer is simply an exchange of value for money. Your audience pays for value, in the form of a solution, for a price. And your sales message is the glue that brings those pieces together.



KEY #3

Ideas are abundant.

There are an infinite number of offer ideas. Once you learn how to see these opportunities everywhere, the fear of money drying up won't feel quite so dire.



KEY #4

A sales flop is *not* a personal failure. You just need to tweak the key pieces of the puzzle.

Break down each piece of your offer into the K.I.S.S.E.S. framework and go step-by-step looking for ways to improve each piece.



WAIM CO-BRANDMENTS

KEY #5

Keep Experimenting!

OWN YOUR
Weird!

ALLOW YOURSELF



to **EVOLVE**



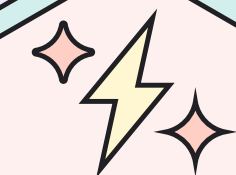
Protect
YOUR
Peace



YOU define your own
SUCCESS

Embrace
Enough

IT'S ALLOWED
TO BE
FUN



Unicorn
Power
Engage!



WAIM CO-BRANDMENTS

OWN YOUR
Weird!

ALLOW YOURSELF
to **EVOLVE**


**Protect
YOUR
Peace**


**YOU define your own
SUCCESS**


**Embrace
Enough**

IT'S ALLOWED
TO BE
FUN


**Unicorn
Power
Engage!**

KEY #5

**Keep
Experimenting!**

It will take tweaking and trying and failing and learning to land on the offer that is truly scalable & sustainable. That's okay! Don't get discouraged if you haven't figured it out yet. Keep going!





Part 3

Steps

How can you use this info to improve your business?
We'll give you exact action steps to make it happen.



Action steps

WHAT DO YOU NEED TO DO TO APPLY THIS TO YOUR BUSINESS?

1 – Build

Use the Build checklist if trying to build your Chef's Kiss Offer.

2 – Optimize

Use the Optimize checklist if If you already have a core offer that's selling but you're just looking to improve your sales.



Action steps

- ☐ Define your audience and identify their **Transformation, Pain Points, and your Solution.**
- ☐ Use the **Solution Slot Machine** to come up with different ideas on how you can deliver that solution.
- ☐ Use the **Offer Score Card** to evaluate your various offer ideas and ensure your core offer idea is Scalable, Interesting to you, and solves a Known Problem.
- ☐ Write down ways you can **validate this offer** idea in some way.
- ☐ Use the **Pricing Play** exercise to come up with an appropriate price for your core offer.
- ☐ Write down the **features of your offer.** How do they match up to the pain points of your audience? What about these features will make your offer singular compared to what else is out there?
- ☐ Think about ways you can produce your offer and get **early feedback for social proof.**

Build Checklist



Optimize Checklist

Action steps

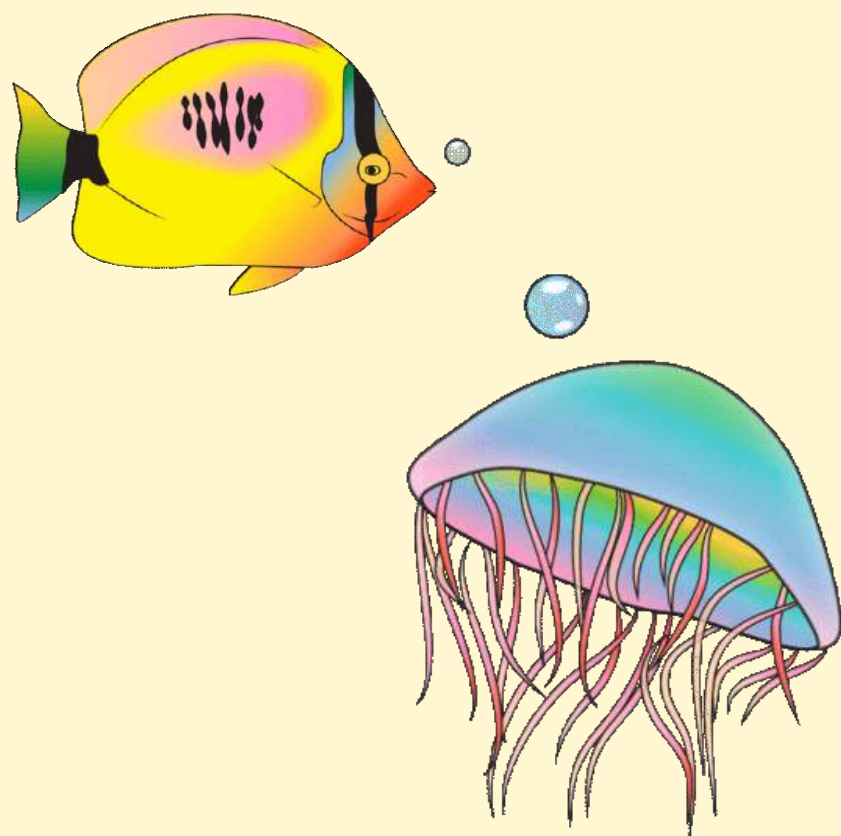
- ☐ Go through K.I.S.S.E.S checklist and look for improvements:
- ☐ Known problem – Audit your audience and the specific problem your offer solves.
- ☐ Interesting – How does your offer need to change in order to make it more enjoyable for you to work on?
- ☐ Scalable – What systems need to be put in place to lower the effort and maximize the output?
- ☐ Social proof – How strong are your testimonials and results?
- ☐ Economical – Do the Pricing Play exercise and consider ways to UP the value of your offer, and therefore the price.
- ☐ Singular – Are you communicating what makes your offer different effectively?





Deep Dive Recap

If you want to turn this snorkel into a deep-dive scuba party, here are the resources that touch on offers that sell:



Identifying Your Offer

Here are the 3 kind of **offer models** your business might fit into:



1 Exceptional "Chef's Kiss" Offer

One core offer that you can focus all your energy on (like WAIM!)



Offer "Tasting Menu" / Value Ladder

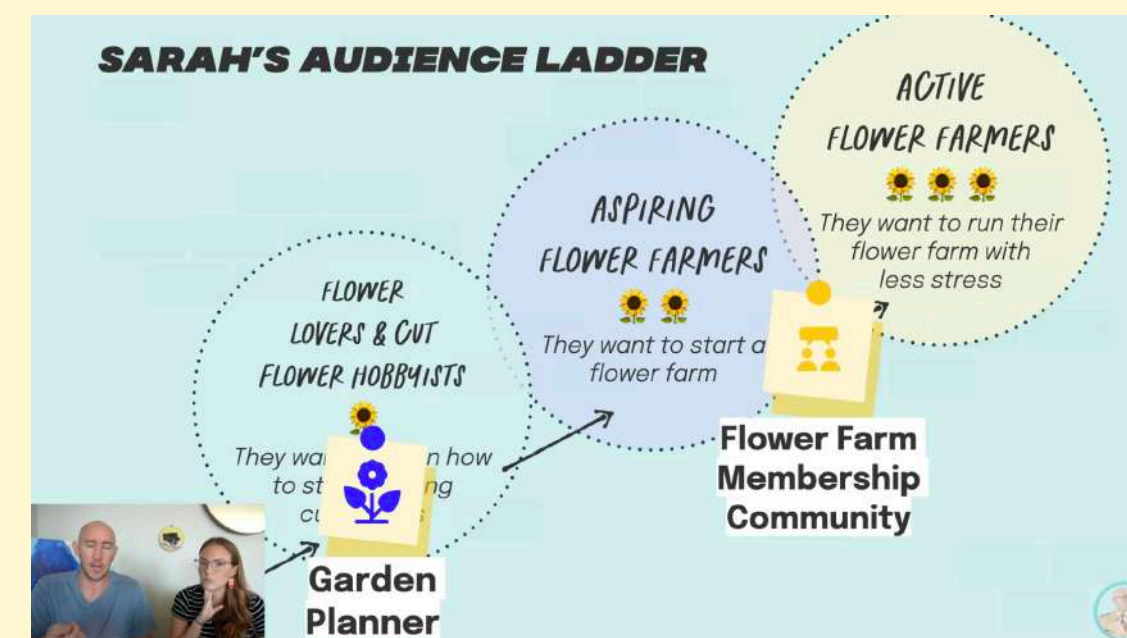
Multiple offers that speak to the same customer at different points on one journey.



A La Carte Offers

Multiple offers that speak to different customers and you prioritize equally.

Unsolved Biz 2 & 4



Make Money Making

Google

KEY MINDSET SHIFT:

Are you MAKING MONEY

or are you just GETTING PAID?

MAKE MONEY Making



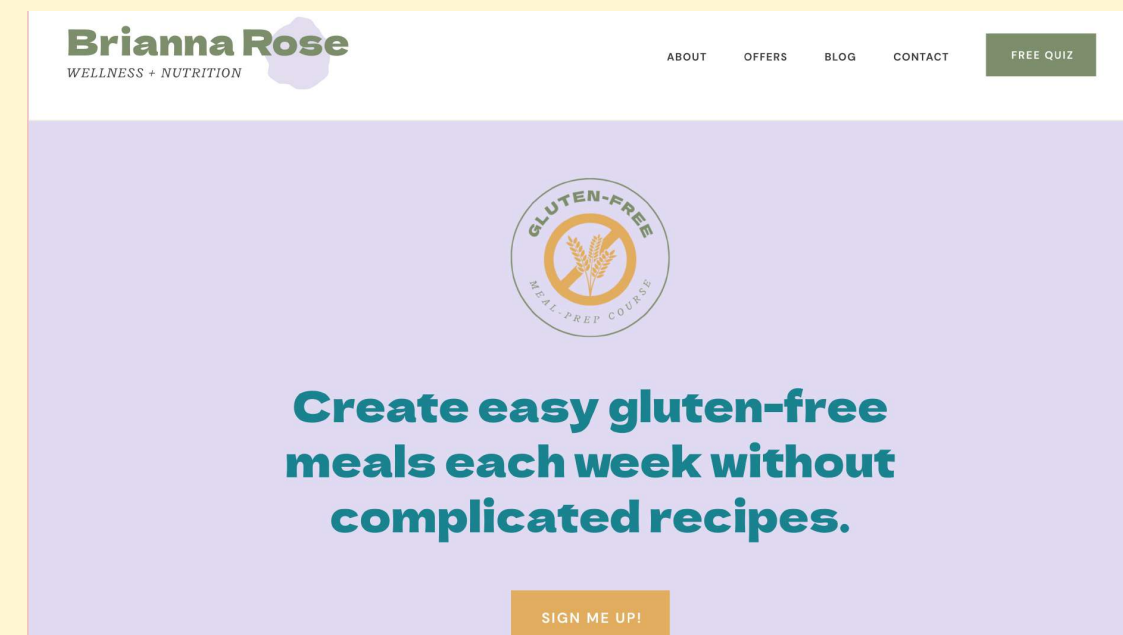
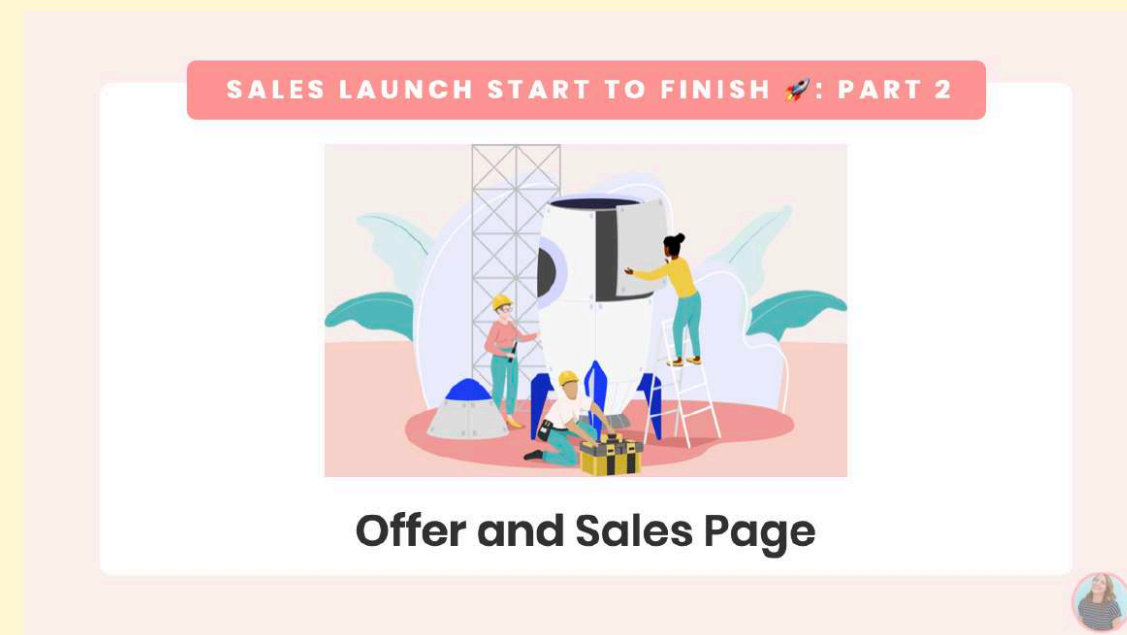
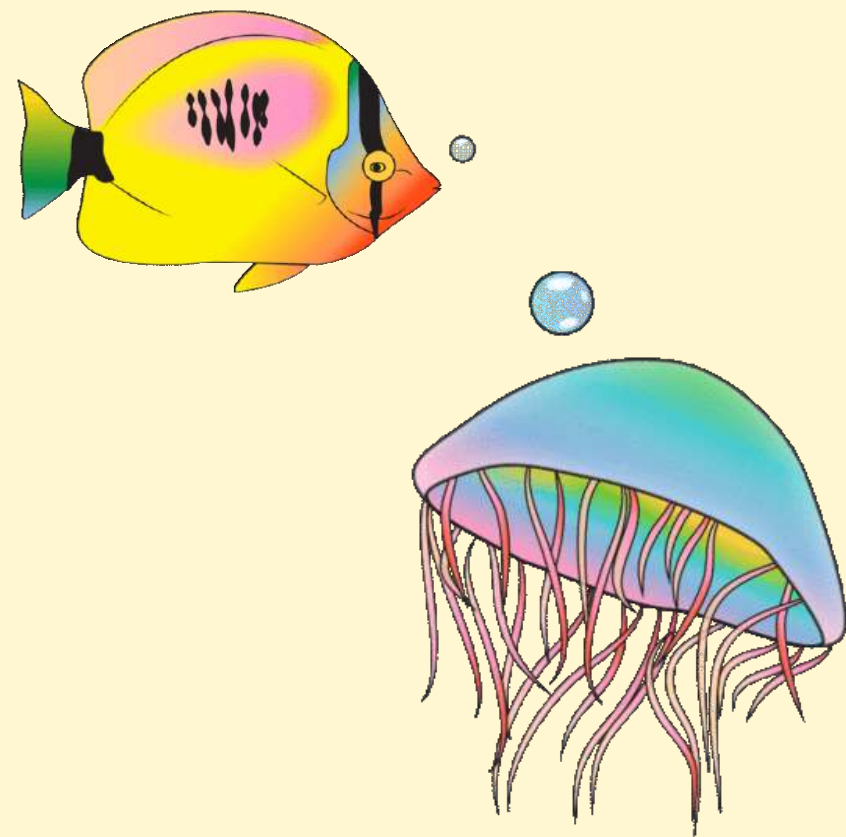


Deep Dive Recap

If you want to turn this snorkel into a deep-dive scuba party, here are the resources that touch on mindset:

Sales Launch Start
to Finish

Page Layout
Library





Part 4

Notion Execution

How can Notion help you with strategically defining your offer?



No Notion execution this month!

We definitely recommend using the workbook to strategize and keep the Solution Slot Machine, Offer Score Card, Offer Math and KiSSES checklist all in one place.

Pull the Slot Machine!

Use this random number generator to pick a number in each column. Write all the combinations below to help you come up with offer ideas.

True Random Number Generator

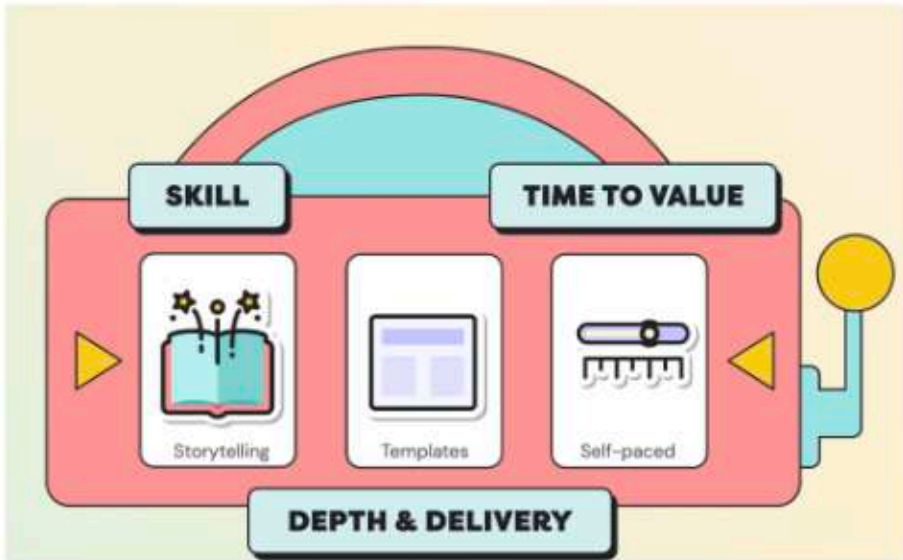
Min:

Max:

Generate

Result:

Powered by [RANDOM.ORG](#)

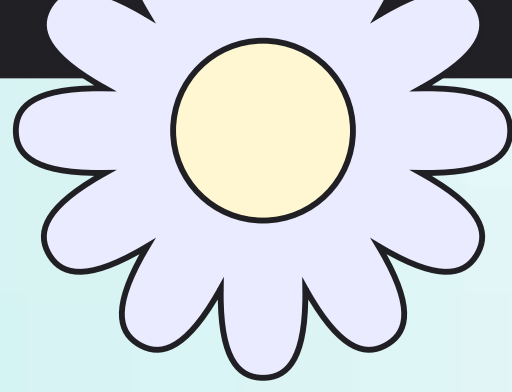


Offer Ideas List:

Write your list of combinations here plus the idea of how to package your solution:

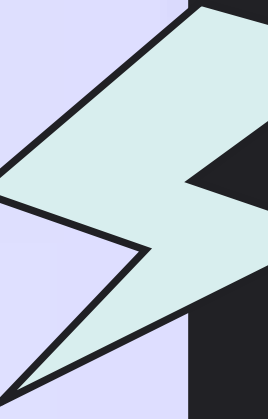
Skill	Package	Time to Value	Idea
Ex) Canva	Ex) Coaching Program, DWY	Ex) Short (1 week)	1-week bootcamp on how to use Canva to make social media graphics





KNOWING WHAT TO DO IS ONLY HALF THE BATTLE;

Having a reliable system to make it happen is the other half.



IMPORTANT!

Your system does NOT have to utilize Notion.

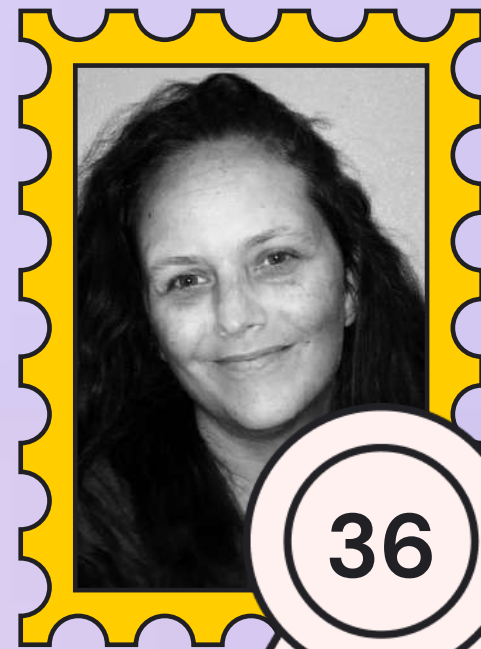


- Your tool of choice is up to you and completely dependent on how your brain works
- Notion has transformed how we organize our business and that's why we want to share our processes as a means of **providing the most value** in these sessions
- We thinking **going deep on a specific tool** is overall more valuable than trying to be vague to cover every tool
- However, you can still **apply the concepts** of what we're going to share while using Google Docs, a physical planner, post-its... whatever your system of choice is!
- **The tool itself matters less than the fact you HAVE a system you use.**



Wall OF Fame

DARBY



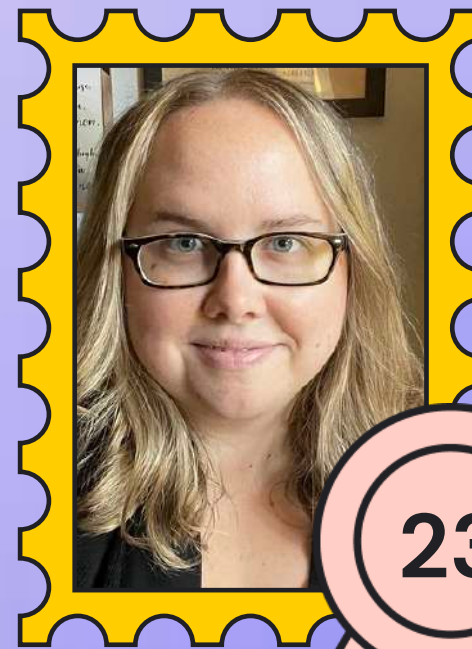
36

KATHERINE



34

JESSICA



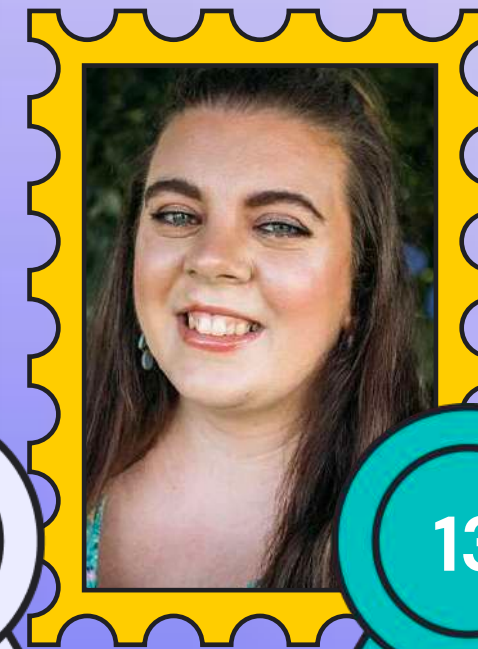
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SHANNON



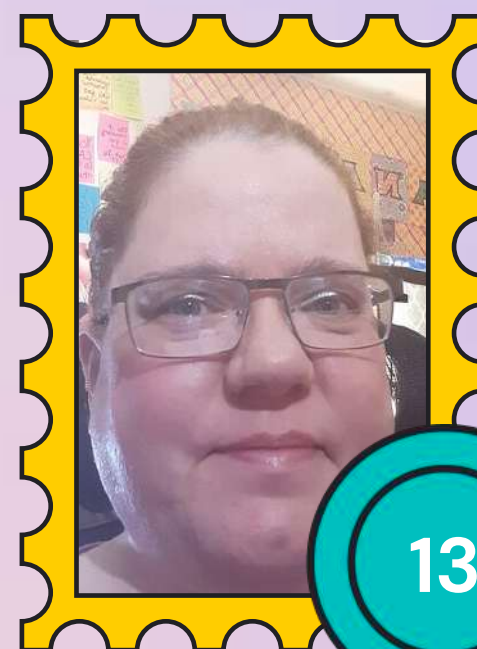
22

RACHILLI



13

KRISS



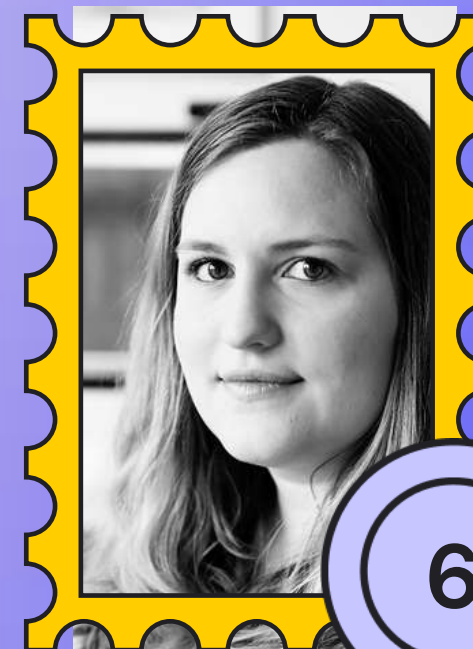
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BROOKE



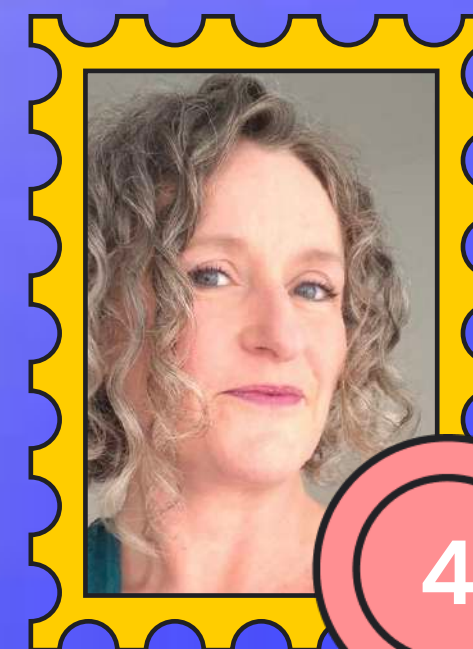
11

YANA



6

NATALIE C.



4

MICHELLE S.



2

ERIN M.





SECOND MONTH UPDATE...





An UN-BORING accountability game!

- Weekly accountability game hosted through WAIM Slack (last month was our first month and 100 WAIMers participated!)
- On the first Monday of every month, we ask you what goal (life or biz) you're trying to accomplish for that month
- Each week, on Mondays, we post a question with an action item for you to reply to
- If you reply within 24 hours, you advance on that month's game board
- If you reply all 4 weeks you earn a WAIM-finity Stone 💎😘





APPRENTICE STONE

Completed



RANGER STONE



SQUIRE STONE

Ends March 27



KNIGHT STONE



WARRIOR STONE

Begins April 3



CHAMPION STONE



ARCHER STONE



WIZARD STONE



MARCH 2023

Oasis of Ideas



WEEK 1:
MAR 6



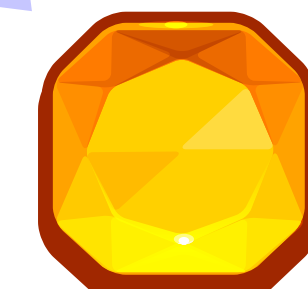
WEEK 2:
MAR 13



WEEK 3:
MAR 20

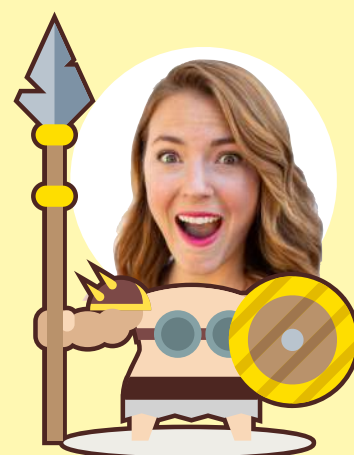


WEEK 4:
MAR 27





APPRENTICE STONE



THE QUEST FOR THE SQUIRE STONE
Ends March 27



THE QUEST FOR THE WARRIOR STONE
Begins April 3





What's next:

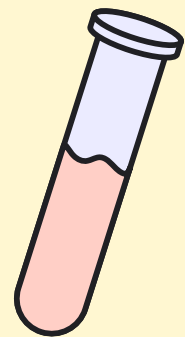
- If you've been playing in March, keep an eye out for March 27th's final post (and if you're currently in the 3rd spot, you're close to nabbing the Squire Stone!)
- If you want to play in April, make sure to join the **#waim_accountability** Slack Channel and keep an eye out for April 3rd's kick off post and ***NEW*** game board!

AND REMEMBER, WE'RE TRYING
TO MAKE ACCOUNTABILITY FUN!



LET'S EXPERIMENT!

Field Notes



We have 3 Field Notes
updates for you!

01

NEW
DASHBOARD
PREVIEW!

02

COACHING
PODCAST

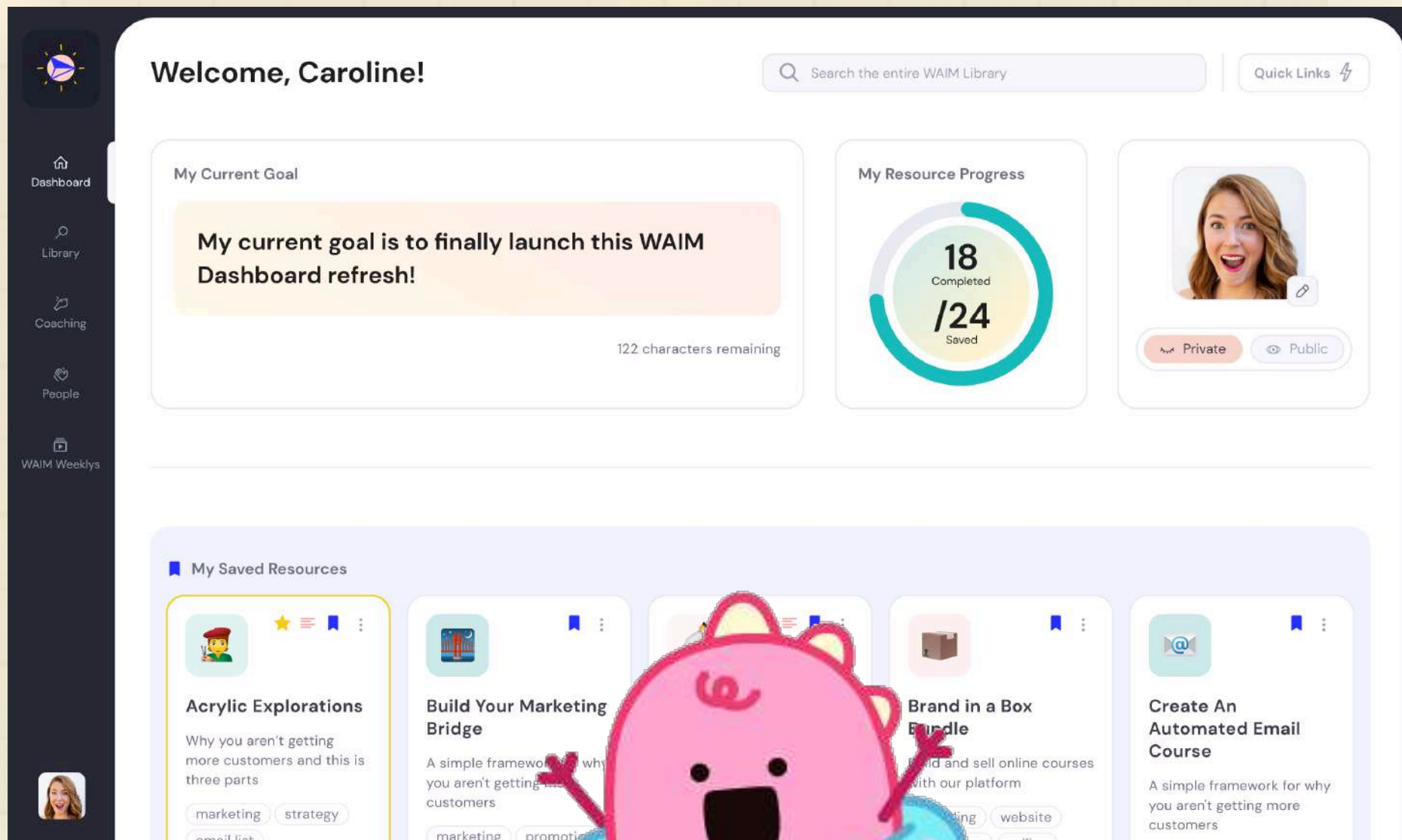
03

WAIM.AI
REBRAND



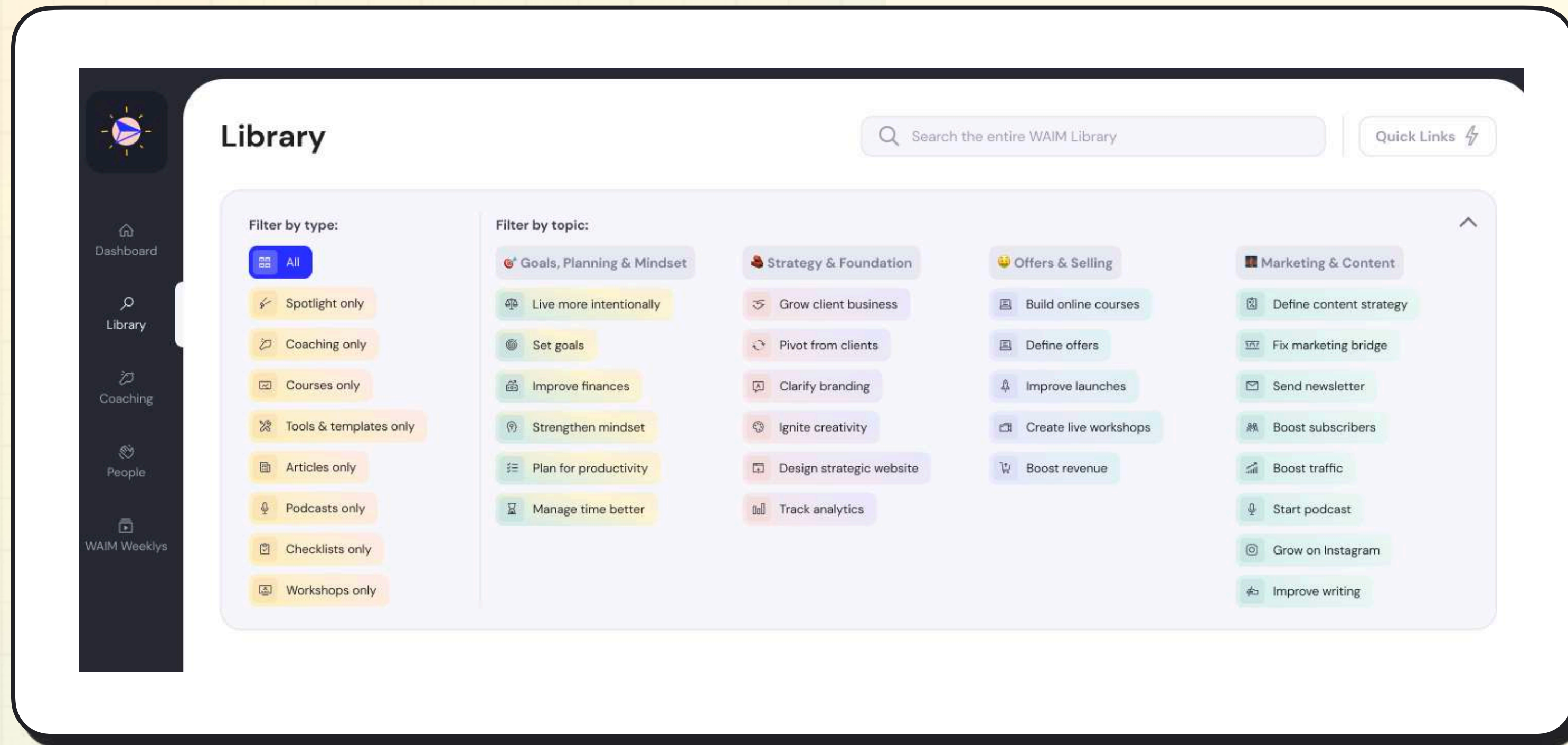
New Dashboard is on the way!

- Biggest change is being able to filter and sort resources.
- Coaching hub will now live INSIDE the library.
- Working with our developer now...
- Somewhat limited by Wordpress foundation, but we're working to bring you the best possible experience within those constraints



COMING SOON

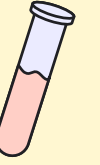




Filters and Topics!

The WAIM Library's biggest change will be filtering WAIM resources by **type** OR by **topic**. We hope this helps you find the right resources for exactly what you want to focus on next in your biz.






Let's see a Topic!

When you choose a topic you'll only see resources related to it. In this example, you can see our three workshops related to the *Living more intentionally* topic.

You're viewing:

Live more intentionally

Living more intentionally is about defining what values you care about and taking action to bring you closer to those values in your daily life.




Workshop: Working To Live

How to bend your business around your LIFE, not the other way around

time living mindset

Workshop




Workshop: Transparent Talks – Minimalism

Our experience with minimalism and how it has positively impacted our life

living

Workshop



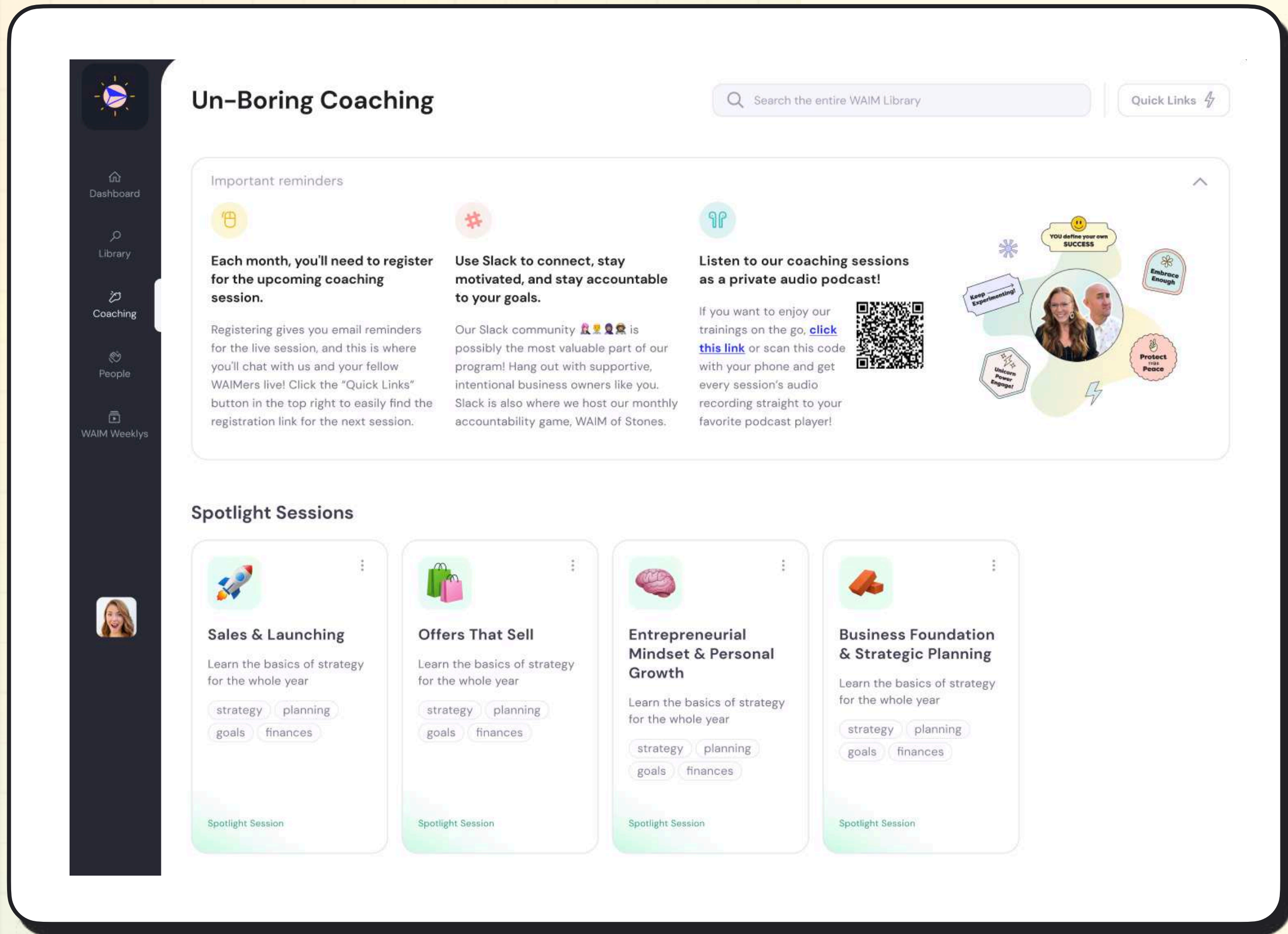
Connecting With Your Core

Finding alignment between who you are and what you do

living mindset confidence

Workshop





Coaching Hub!

One VERY exciting change is the Coaching Hub will now live within the entire WAIM Library/Dashboard experience — HURRAY!

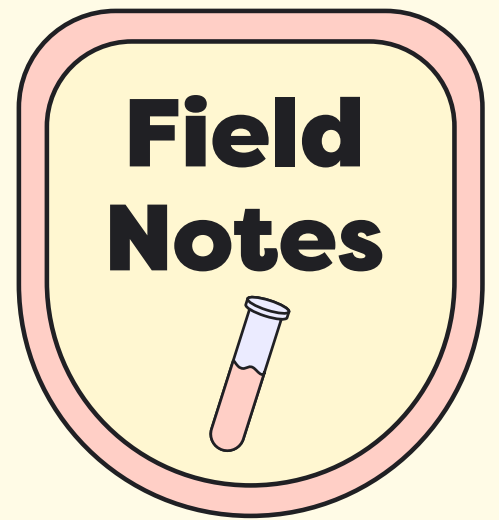
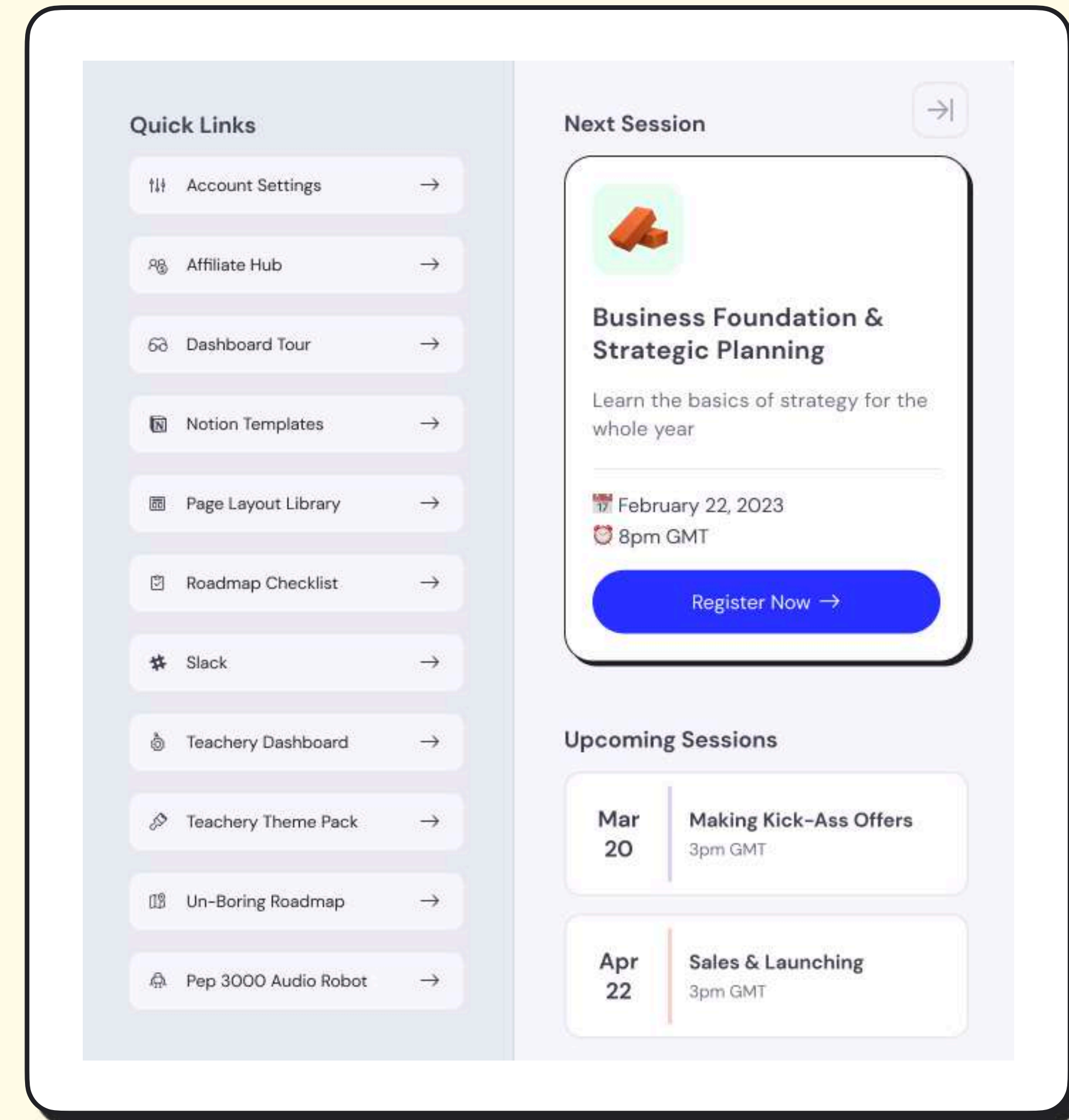
🎉 Also, the sessions themselves will be broken into categories* (Spotlight, Deep Dive, and Unsolved Businesses).

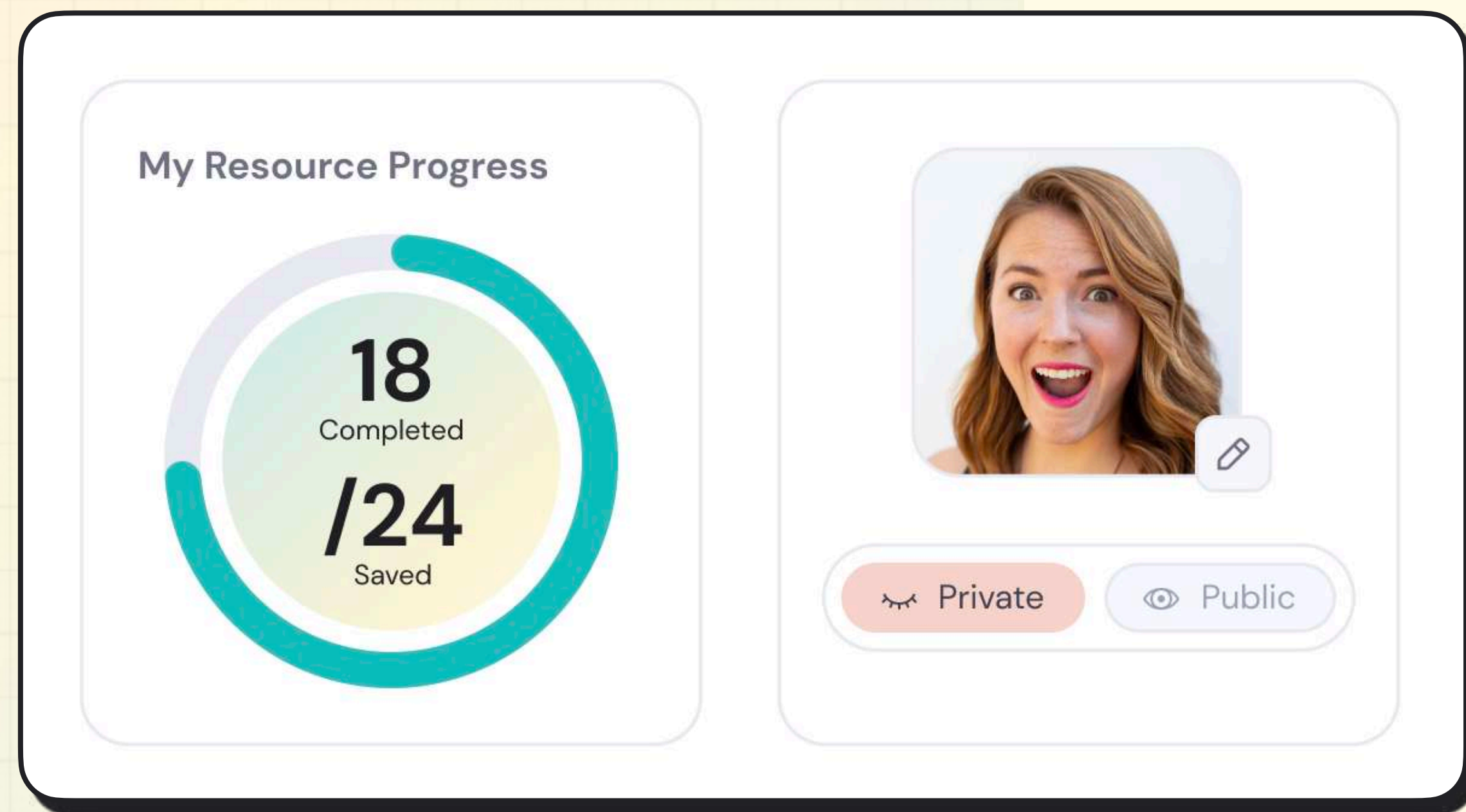
**Or, can filter these from the Library page!*



Quick Links and Next Session!

On EVERY page of the WAIM Dashboard, you'll now find this handy-dandy Quick Links menu. In it, are the most commonly clicked items in the Dashboard as well as the information for our Next Coaching Session (and the dates and topics for the following two sessions).





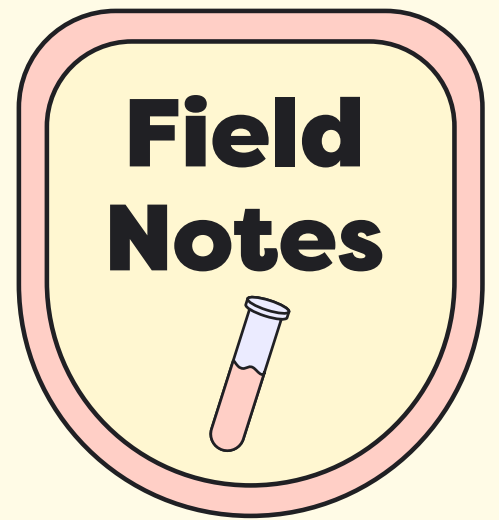
Resource Progress Tracker!

We'll now track how many resources you've saved from the WAIM Library and when you mark them completed, you'll see a progress tracker showing you this fun circle.



Payment Progress!

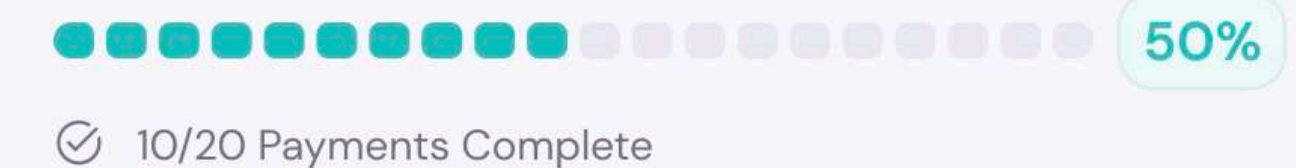
This is a feature we've wanted for a lonnnng time and now it's finally going to exist! In the Billing & Membership area of your Account Settings page, you'll see this simple progress tracker showing you how many WAIM payments you have left. There ***might*** be a fun thing that happens when you hit 100% paid off 🥰🎉.

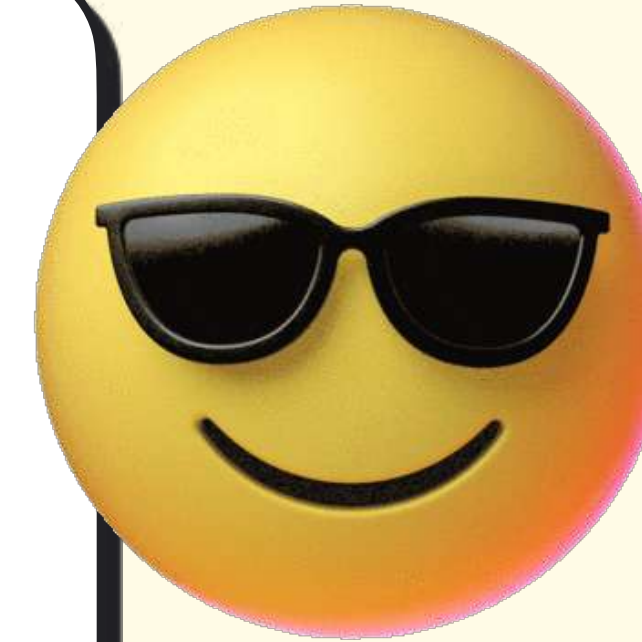


Billing & Membership

Your plan

Status	Active
Subscription	WAIM Unlimited (Monthly)
Renewal Date	March 7, 2023
Actions	Update payment method Upgrade or change your subscription Cancel your subscription





Check out the
video in the
Library you want
to see a lil peek!

WAIM Dashboard Refresh 2023 Walkthrough Video - WAIM Dashboard

Coaching Access Hub - Wand Library - Wandering Aimfully

wanderingaimfully.com/library/

WAIM Wordpress

Other Bookmarks

Welcome, Caroline!

Search the entire WAIM Library Quick Links

My Current Goal

My current goal is to finally launch this WAIM Dashboard refresh!

122 characters remaining

My Resource Progress

18 Completed / 24 Saved

Private Public

My Saved Resources

Acrylic Explorations Why you aren't getting

Build Your Marketing Bridge

Better Lettering Course

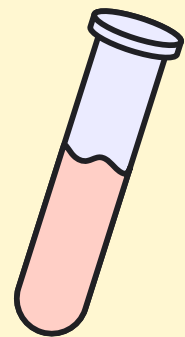
Brand in a Box Bundle

Create An Automated Email



LET'S EXPERIMENT!

Field Notes



We have 3 Field Notes
updates for you!



01

NEW
DASHBOARD
PREVIEW!

02

COACHING
PODCAST






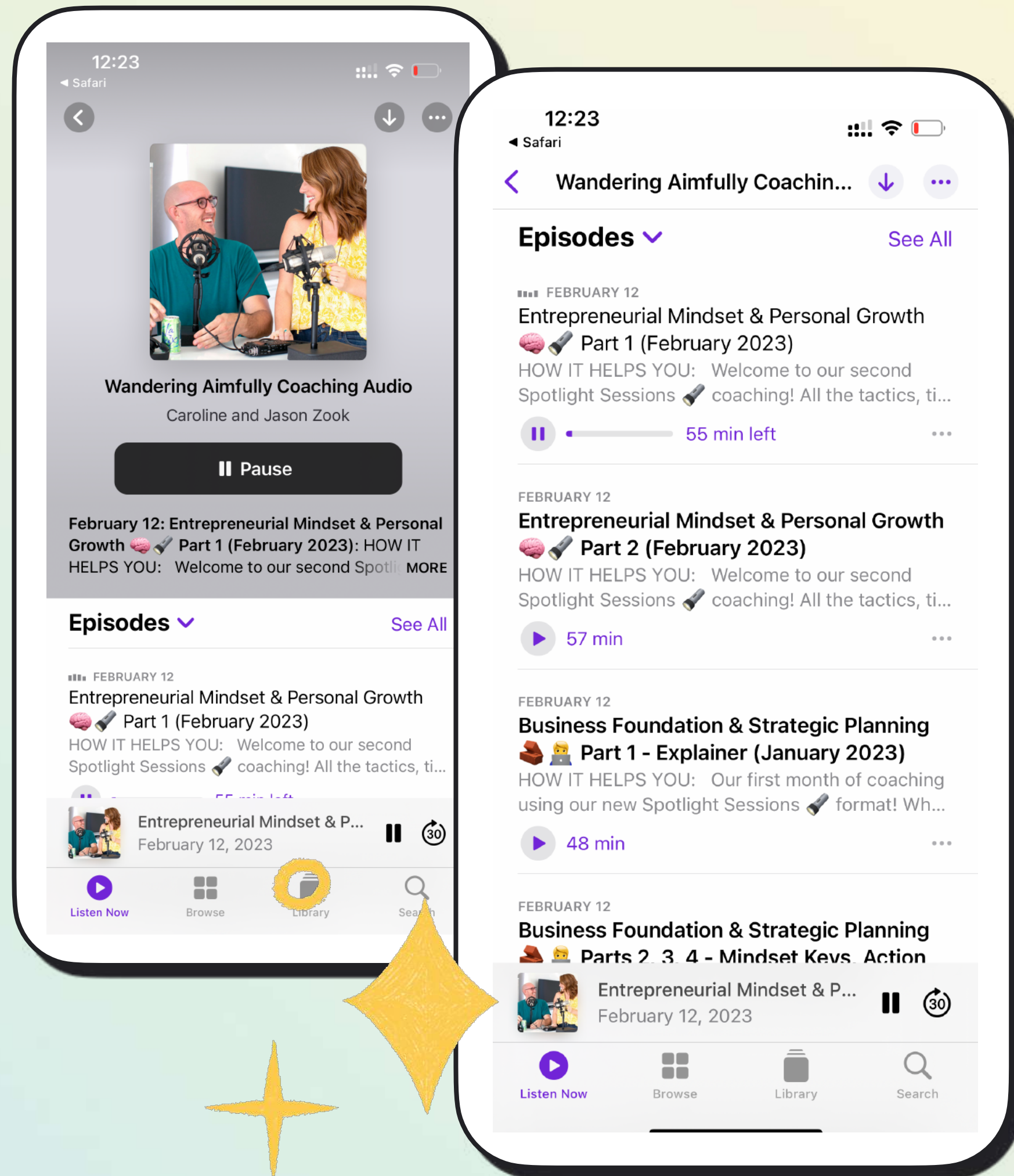
03

WAIM.AI
REBRAND



New! Coaching Private Podcast!

-  Every session's audio replay, conveniently available in your favorite podcast app!
-  We hope this makes the sessions more accessible AND that you're able to learn more because you can take us on the go with you
-  Save your favorite episodes, click through to get the slides to follow along, click through to the workbooks, all from this feed.



wanderingaimfully.com /coaching

- If you visit the coaching page on your phone, click the link!
- If you visit on your desktop, pull out your phone and scan the code

PS. If you don't see your podcast app, copy the RSS link and paste it into your podcast player's search bar! (Except Spotify, unfortunately)

Wandering Aimfully Coaching Hub! 🏆

Quick Jump:

[Info](#)

[Next Session](#)

[Past Sessions](#)

[Update Account Settings](#)

HERE ARE SOME HELPFUL DEETS ON USING THIS HUB:



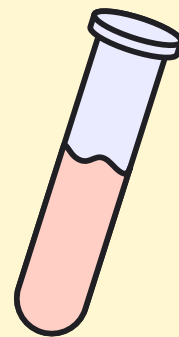
Listen to our coaching sessions as a private audio podcast!

If you want to enjoy our trainings on the go, [click this link](#) or scan this code with your phone and get every session's audio recording straight to your favorite podcast player!



LET'S EXPERIMENT!

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01

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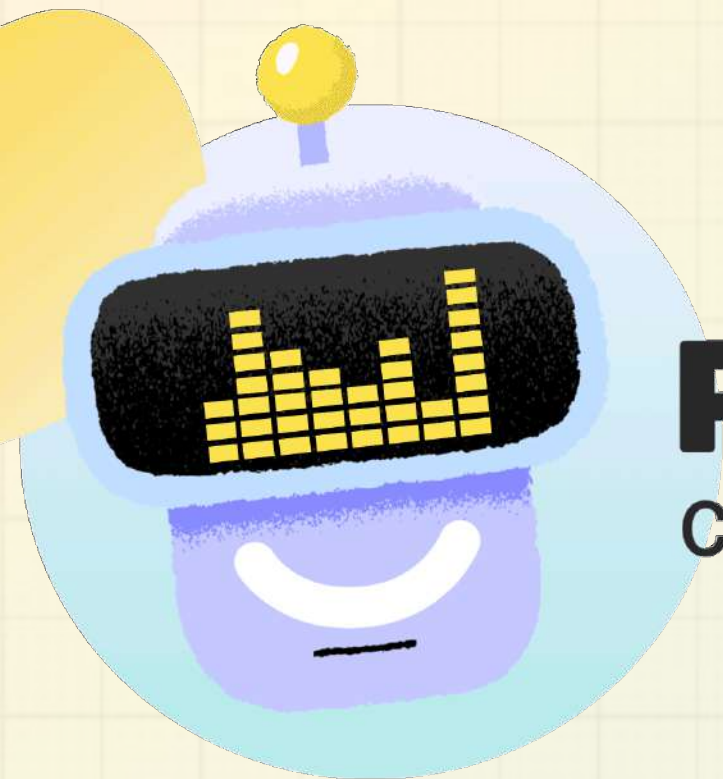
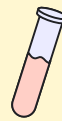
COACHING
PODCAST

03

WAIM.AI
REBRAND



Field
Notes



PEP 3000
COACHING ROBOT

WAIM AI is now PEP 3000!

- With the AI explosion, we didn't want any confusion about whether the audio coaching messages were created by us!
- If you're like... What's PEP 3000? It's 200+ short audio messages with tactics and encouragement for when you're feeling overwhelmed, out of ideas, unmotivated, etc!
- Still lives at wanderingaimfully.com/ai



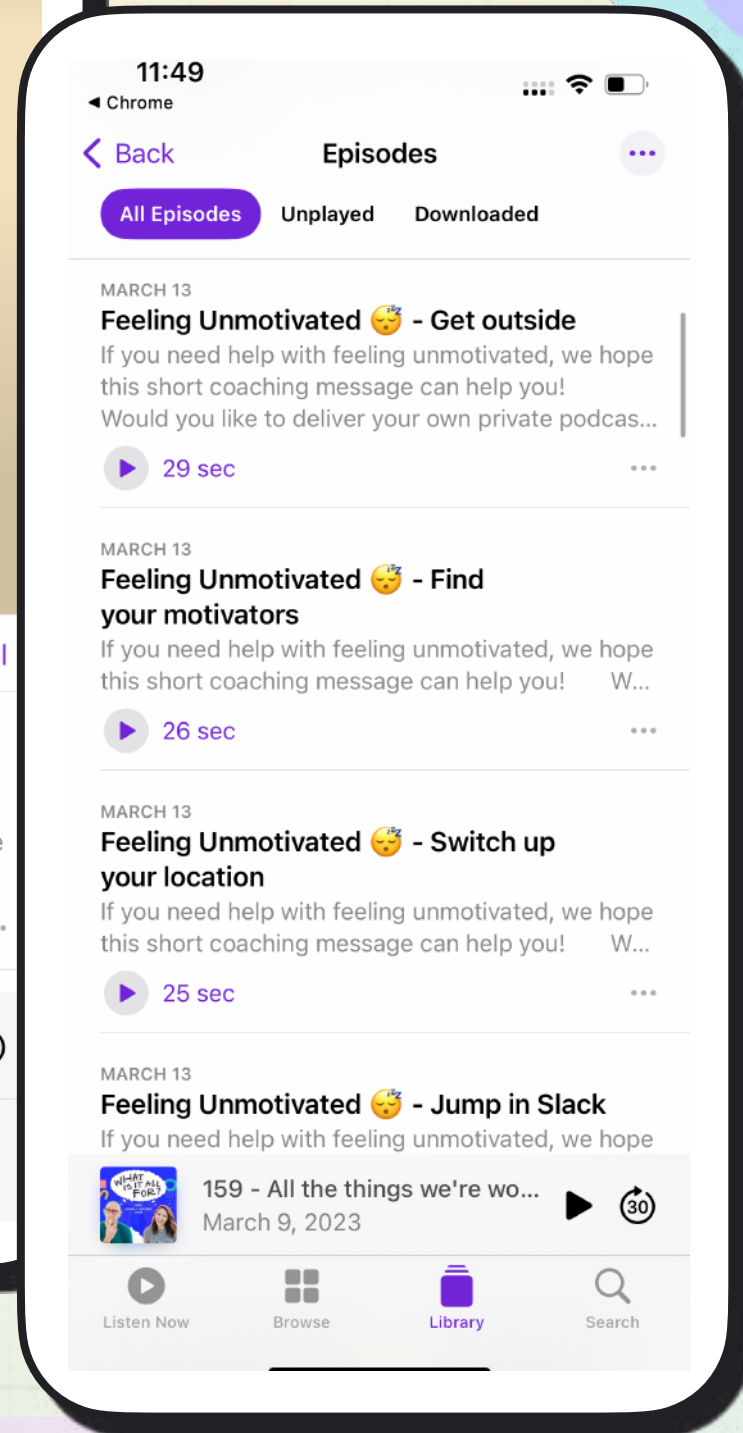
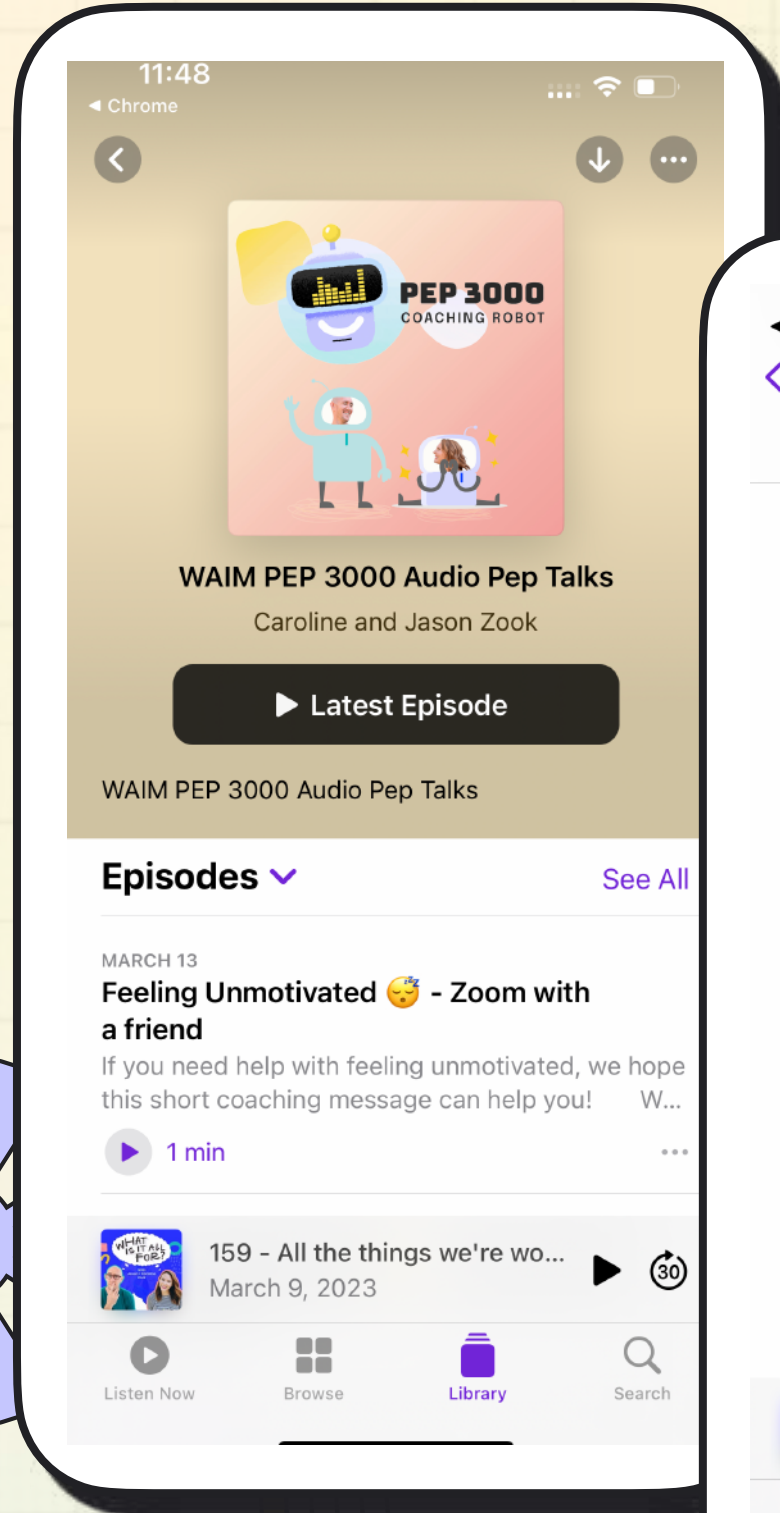
Field
Notes



PEP 3000
COACHING ROBOT

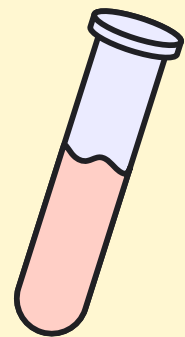
**And PEP 3000 is a
private podcast
now too!**

Head to wanderingaimfully.com/ai on mobile
and click the link at the top!



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01

NEW
DASHBOARD
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PODCAST



03

WAIM.AI
REBRAND



IT'S ALL AN
EXPERIMENT

OWN YOUR
Weird!

Protect
YOUR
Peace

Embrace
Enough

ALLOW YOURSELF
to EVOLVE

Unicorn
Power
Engage!

Break!

IT'S ALLOWED
TO BE
FUN

YOU define your own
SUCCESS



TIME FOR Q&A!

Thanks for hanging with us!

