

wandering
aimfully

Un-boring

Group Coaching Workbook

Identifying Your Offer 💡🛒

IT'S THE COOLEST CLUB ON THE INTERNET!*



*ACCORDING TO A FOCUS GROUP OF 2-US! 👍

A QUICK NOTE FROM US:

Identifying the right offer can be the difference between a business that struggles and a business that thrives.

Trust us, we'd know. For years we sold a whole slew of different offers, experimenting with what problems we wanted to solve and what offers really resonated with our audience.

But it wasn't until we decided to go all in on ONE offer—WAIM—that we saw major growth in our business efforts. Still, even then it took time to clarify our positioning and marketing.

When WAIM's core offer was sold as a membership to all our various courses, we struggled to see it grow.

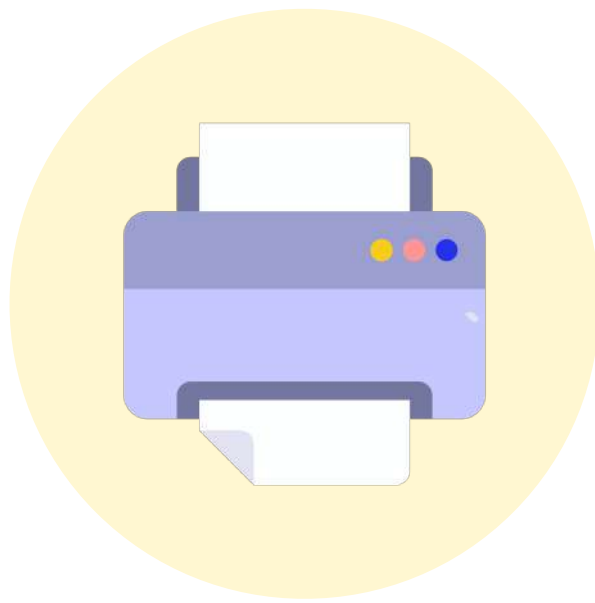
Once we finally got crystal clear on the problem WAIM solves for people, and started positioning it as a coaching program with monthly sessions, that's when things have really hit a sustainable stride.

We're sharing this as proof that streamlining your offers, getting strategic about how your offers serve your business, and being willing to tweak the various levels of your offer can hold the keys to unlocking the next level of profitability and satisfaction in your business.

And we're here to help lead you to the clarity that will get you there.

Jason and Caroline





Ps. Just a note if you want to print this puppy out. If you couldn't tell, we love COLOR. However, for the exercise pages we did our best to keep things printer-friendly. We recommend using the Printer Settings to select only the pages you plan to write on and skip the ones that have the big illustrations and background colors!



Your Commitment Contract



Recipe
BOOK



I, _____,

WRITE YOUR NAME HERE!

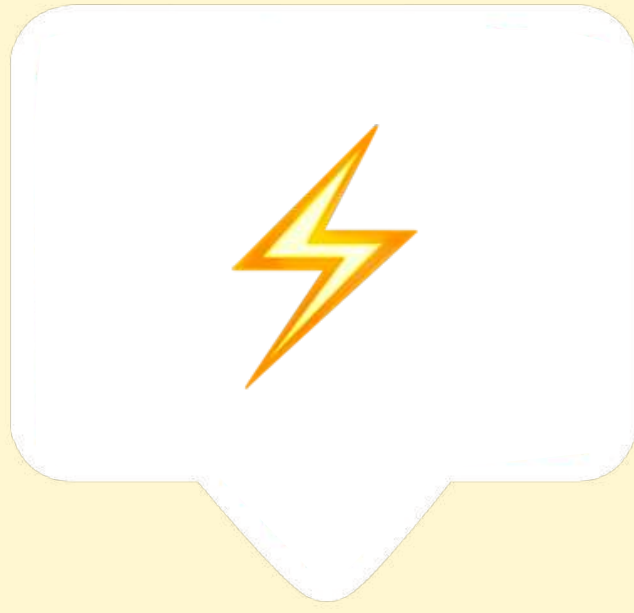
commit to show up for this coaching session prepared to take action! I will take in the information and apply it to my unique situation and business. I promise this workbook will NOT be another PDF collecting dust on my desktop. I will either print this out right now and have it ready before I watch the Coaching Session OR I will open it in my app of choice and use it during and after the Coaching Session.

Also, my recipe to make right now is:

YOU MUST CHOOSE!



SIGN HERE!



Action Plan

Strategy is nothing without execution

Action Plan Steps

This list will tell you EXACTLY how to put what you learned into action and what pages of this workbook are associated with each step!

IDENTIFYING YOUR OFFER

- ☐ Take a look at your current business configuration, and identify which offer model you're currently using and which one you WANT to be using in the future on the **Choosing Your Offer Model** sheet
- ☐ If you know you want to create a new offer but are stumped on ideas, use the **Brainstorming Offer Ideas** worksheet to come up with 3 ideas
- ☐ If you need to choose ONE offer out of many ideas, use the **Offer Score Card** worksheet to evaluate each idea according to three criteria
 - ☐ Use the **Run The Numbers** worksheet to play around with pricing and revenue goals so you can see which offer has the profit potential that feels realistic for your goals
 - ☐ Use the **Project Planning: PEWT** sheets to start loosely planning the execution of one or many of your offer ideas so you can see what time investment each would take
- ☐ Once you have a new offer idea narrowed down, use the **New Offer Validation** sheet to plan out some ways to validate this idea with your audience
- ☐ If you have multiple offers and want to create a more cohesive strategy behind promoting them, use the **Creating a Value Ladder** worksheet to organize and prioritize them
- ☐ Use the **Your Offer Details** worksheet to define each of your offers and get clear on who each one is for and what problem each solves
- ☐ Use the **Ready To Sell Checklist** to evaluate your offer(s) and whether your "castle" is in tip top shape to get new customers

Choosing Your Offer Model



If you're anything like us, you may have launched several different offers and products before you even stopped to evaluate, *Wait, is there a strategy to what I'm doing or how I'm organizing these?* But that's okay! That's what this little cheat sheet is for. These are the three main ways we see businesses organize their offers.



1 Exceptional “Chef’s Kiss” Offer

PROS

- Laser focus
- Clarity of communication with audience

CONS

- A lot of pressure on ONE offer
- Only one price point for audience



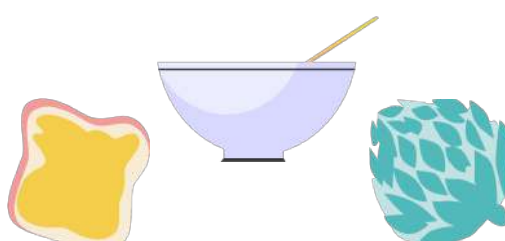
Offer “Tasting Menu” / Value Ladder

PROS

- Allows you to test multiple offers without fatiguing audience
- Your audience builds trust with you

CONS

- Can feel like your attention is being pulled in many directions
- Can feel heavy on selling



A La Carte Offers

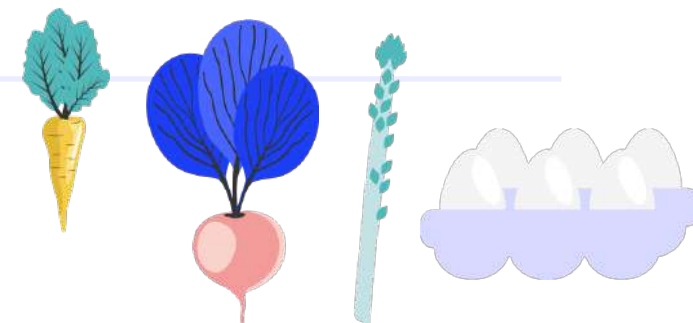
PROS

- Experimentation!
- Feels good for multi-passionates

CONS

- Easy to burnout, adds audience complexity, leads to audience fatigue

Think about your business for a second. Which of these offer models does your business currently use? Is there one that you would like to try and shift into, whether it's so you can focus more, sell less or just to simplify things? If so, write that down here and specify which offer(s) fall into that new model or if you plan to create a new offer.



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 monetize that you never thought possible!

YOUR INGREDIENTS:

Strengths:

What are you naturally good at?

Skills:

What can you do that not everyone can do?

Experience:

What things do you have experience in that not everyone has?

Personality:

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

Knowledge:

What topics can you speak about confidently?

Taste/Creative Voice:

Do you have an eye for curating a specific aesthetic or vibe?

Ideas/solutions:

What unique solution to an existing problem do you have a vision for?

Audience/Network:

What people do you have around you that you can draw value from whether in sheer number or in collaboration?

Now go back through all your ingredient lists and **circle** any that stand out to you as things you'd like to expand into offers.

Look for things you love doing, things people have asked your help with about before, or things that have seemed to resonate in some way with your audience before.

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; I’m highly detail-oriented; experience working with clients...”

RECIPES

Now it’s time to combine those ingredients into tasty recipes! Look at this list of product/offer ideas below and then write down some different ways you can package your ingredients and sell them to your audience. Remember, there are no bad ideas—it’s a brainstorm!

- Book/E-book
- Templates
- Online Course
- Audio Experience
- Membership
- Workshop
- Service Package
- Time Package
- Bundle
- Digital Assets
- Printable Assets
- Software

For example: “Hand-written fonts membership site; Sales page copywriting templates; Online course on how to create your own Canva templates.”

Brainstorming Offer Ideas



YOUR TOP 3 IDEAS

By this point hopefully you have quite a few different ideas a-brewin’! Now it’s about sorting the not-so-good from the high potential ideas. Go look back at your big list of ideas and **write down the ONE that fits into these three criteria:**

The one that best serves an audience you already have built or have access to:

1.

The one you can already find examples that people are paying for (preferably a LOT of people) and you have a unique spin on it:

2.

The one you’re MOST excited to potentially work on:

3.

Now if you’re not sure which one to pick, move on to the Offer Score Card and pit these ideas against each other to find the winning one you want to work on! 🥊

Offer Score Card



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

1. First, write down your offer ideas you want to evaluate in the **Offer Ideas** column.
2. Then, **assign a score 1-10 for each offer under the “Scalable & Sustainable” column**, with 1 being not a lot of revenue potential plus a high time investment to 10 being very scalable financially.
 - If you’re not sure what to put for this column, you can use the “Run The Numbers” or “PEWT Project Planning” exercise on the following pages to get an idea.
3. Next, **assign a score 1-10 for each offer idea in the “Interesting/Enjoyment” column**, with 1 being not very interesting to you and 10 being very enjoyable to work on.
4. Finally, **assign a score 1-10 under the “Validation” column**, with 1 being you have no idea if your audience even needs or wants this idea or 10 being your audience has shown they’re willing to pay for this idea.
5. Now add up your totals and the offer idea with the highest score is your winner! Circle it!

OFFER IDEA SCORE CARD TOTALS

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



Run The Numbers

Kind of stumped on which of your ideas is “scalable and sustainable?” That’s cool. These pages have a few extra exercises to help you see which ideas have the most potential and which ones could be pitfalls!

Sometimes it really helps to choose a revenue goal for this new offer and see how many sales or clients it will take to get to your goal. This may help you realize that some of your ideas will be more difficult to generate revenue than others. Write down a goal, then fill in the chart for an estimated price and # of customers needed to reach that goal. Be sure to write down why an idea might be a good time investment for you, and also why it might not be.

Total Revenue Goal =

Ideas 	Price	# of Customers Needed	Pros	Cons

Project Planning: PEWT

Use this template to start planning your offer as if it's a project that you want to undertake. Use the PEWT process to break down your offer idea into actionable tasks that must be completed, and evaluate how much approximate time investment this idea will take to execute.

Pssst: You might recognize these next few pages from the Productivity & Processes coaching session! Our "PEWT" process is actually a great way to determine if a project or offer is worth doing or if it will take too much time. (Duplicate these next 3 pages as many times as you need to!)

PURPOSE:

GOAL/OUTCOME:

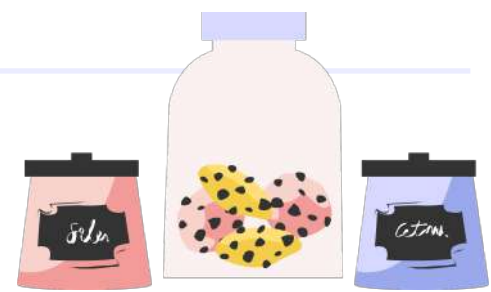
How does this project fit in to the vision you set for your year/quarter?

PLAN

Use this area to brain dump any and all thoughts related to this project and how it is starting to shape in your mind.

KEY DATES/DEADLINES:

Project Planning: PEWT



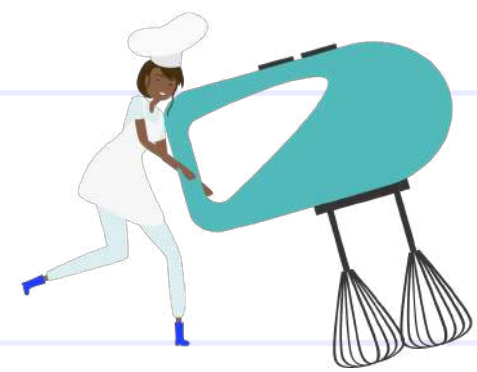
ESTIMATE & TRACK

Break down your big project idea into each individual task you'll need to complete for this project. (You can do this in worksheet form, OR we recommend using a task managing app or master task list so you can keep track digitally!) Then, if you DO decide to move forward with your project, be sure to update your actual time spent so you can compare to your estimate and get better at time estimating in the future!

Fill this part in if you decide to move forward with the project to see how it compares to your time estimates!

Task	Estimated Time	Actual Time

Project Planning: PEWT



WIREFRAME

In the past, we’ve found that a lot of our projects involve designing a sales page or website presence of some kind. Often it’s helpful to start brainstorming or visualizing the web assets you need to create because you’ll also find tasks that weren’t in your initial task dump/time estimate. Use these templates to draw out wireframes for your project if you need them and update your task list accordingly.

New Offer Validation



If you're looking to validate your offer idea with your audience, here are some good planning questions to run it by your audience and see if you can confirm this is something they want/need before you spend the time to create and launch it.

Gauging idea interest

What is a very low-barrier way you can gauge quick interest in this idea from your existing audience? Can you ask for feedback in an Instagram Story/post or throw a PS at the bottom of your newsletter?



Getting audience feedback

Let's say you got some good introductory feedback on your offer idea. What's a way you plan to get more structured feedback on the offer concept like price point, problem it solves, pain points, etc. Do you plan to send a survey to your email list?



Asking to opt-in

Is there a way you can attract the people who are most interested in this new offer idea and collect their info in some way? Maybe a related lead magnet of value in exchange for signing up for the pre-launch list? Often these numbers can help you quantify real interest.



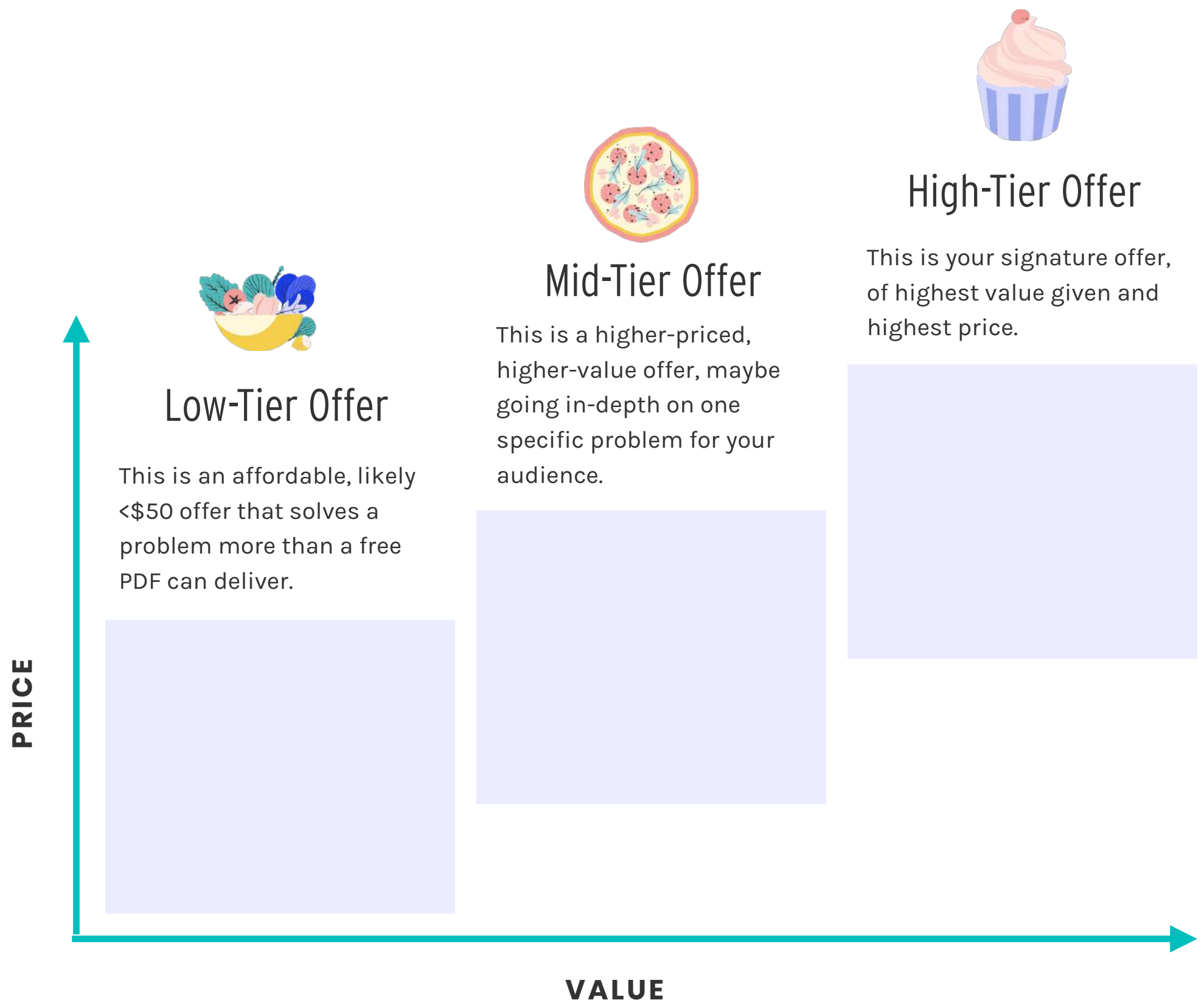
Launching a pre-sale

Of course the only way to really know if your audience will pay for something is to...have them pay for it. The best validation is a pre-sale. How can you launch a pre-sale of this new offer?

Creating a Value Ladder



This exercise is for all you businesses that have multiple offers but you're starting to feel like there's no really journey between them. By creating a "value ladder" or intentional journey through your offers, you can build trust with your customer and create a more strategic relationship between your products so you're not just selling all the time and fatiguing your audience.



Note: You do NOT necessarily need to create extra offers to fill in this value ladder. If you want to go with 1 exceptional Chef's Kiss offer, do that! Don't overcomplicate it. However, if you are someone with multiple offers and products and you're not sure how they fit together, this is your chance to deconstruct them and RE-CONSTRUCT them into this value ladder framework, which will be more effective for you long-term.

Your Offer Details



Now pick the offer you hope to focus on most in the coming months. We find it's helpful to clarify and solidify your thoughts by writing down all the details about this offer in one place!

OFFER NAME:

PRICE:

TARGET AUDIENCE:

WHAT'S INCLUDED:

If you have more than one offer in your business, how does this offer fit in to the rest of your offer suite?

PROBLEM THIS OFFER SOLVES:

HOW IT SOLVES THIS PROBLEM:

WHERE, WHEN AND HOW YOU PLAN TO PROMOTE THIS OFFER:

Ready To Sell Offer Checklist



So you've decided on your offer(s). Now it's time to make sure your "castle" is in tip-top shape and ready to sell! Use this checklist to go through and evaluate any aspect of your offer that needs tweaking.

- ☐ You have packaged and positioned your offer in a way that your audience understands.
- ☐ You know what problem your offer solves and this is a problem you know your audience struggles with.
- ☐ You have a **sales page** that clearly outlines this offer.
 - ☐ Your sales page clearly communicates **what's included** in the offer, it speaks directly to the **problem** of your potential customer and the **benefit** your offering brings your customer or client
 - ☐ You have clear visuals that SHOW (not just tell) your customer what they'll get when they buy from you and you've explicitly outlined what they can expect once they buy
 - ☐ You have testimonials from previous customers or clients to build trust with your customer on the sales page
 - ☐ Your "buy" button (or your "next step" call-to-action if you're a service-based business) is obvious and very apparent.
 - ☐ You feel you've priced your product appropriately for the value you're delivering, and you're communicating the VALUE of the outcome your offer gets for your customer
 - ☐ You have gone through the buying process yourself to look for friction points and ways to make the checkout process as smooth as possible.



Loving this workbook?

You know the drill!

Screenshot a page or two and share on Instagram (be sure to tag us, @wanderingaimfully!)

We take a lot of time and effort into making this resource extremely valuable (and pretty!) and we hope you'll consider spreading the word to your business owner friends so they can find out about **Un-Boring Group Coaching!**



Putting this into action:

Things aren't likely to get done unless you decide WHEN to do them! There is A LOT we threw at you in this month's session and having a step by step plan is KEY to actually executing it. Go through the action steps again and break each one down by tasks. Then fill out your action plan and put those on your calendar!

⚡ Four-Week Action Plan ⚡

WEEK ONE:

Task	Date I Will Complete This	Complete?
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

WEEK TWO:

Task	Date I Will Complete This	Complete?
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

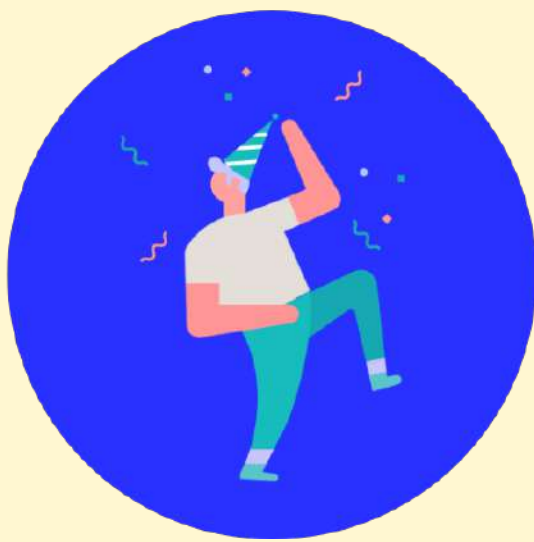
⚡ Four-Week Action Plan ⚡

WEEK THREE:

Task	Date I Will Complete This	Complete?
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

WEEK FOUR:

Task	Date I Will Complete This	Complete?
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>



You did it!

You made it all the way through the workbook! Did you take action and fill out each page? We hope so. Share a few screenshots of your favorite pages and tag us @wanderingaimfully over on Instagram. No need to keep Un-boring Group Coaching all to yourself! 😊