



## **\*\*\*Your Irresistible Offer In 10 Minutes\*\*\***

Here's the trick - YOU are NOT writing it...your partner is!

Put aside 10-15 minutes to meet with your partner this month and interview them about their offer. In particular, you want to be clear on each of the 7 areas listed below. This exercise is designed to ensure that your solution meets a rock-solid market need and is likely to WOW the people who have that need. Ask your partner as many questions as you need in order to write their complete offer down. Post your partner's offer in the group when you're done and we'll all share our feedback! As the interviewer, your job is to keep asking questions until you fully understand all the elements of their irresistible offer.

The following examples refer to my product, the 12-Cycle Blueprint (which incorporates the Natural Cycle Planner).

### **1. Inclusions**

What does the offer include?

*eg. 1 x 90-minute monthly group coaching session, private Facebook group, monthly action sheets, partnering processes*

### **2. Target Market**

Who will benefit from this offering most?

*eg. Conscious, nature-loving entrepreneurs who value quality of life as much as making a profit*

### **3. Industry Frustrations**

What does your tribe dislike about your industry?

*eg. Business coaches teach too much content that overwhelms people into a state of inertia and they fail to implement*

### **4. Problem + Desire**

What problem/s does your tribe wish you would solve for them?

What is the desire that stems from this problem/s?

*eg. Problem = overly analytical, complicated planning and goal setting approaches that don't work for intuitive people. Desire = want a simple, sustainable and intuitive way to plan their business activities with the support of a group*

## 5. Outcome/s

What is the end result/s?

*eg. Actually achieving the monthly and annual business goals they set*

## 6. Incentive

What incentive makes this offer a 'no-brainer' purchase?

*eg. No fixed price, free how-to training*

## 7. Case Study

Tell a story about a client (or yourself) who used your product or service, clearly outlining the problem, turning point and outcome (hint: imagine you are telling the story to a bunch of curious kids!)

*eg. Natalie used to be a Project Manager and was used to planning in detail to get her projects delivered on time and to specification. But when she started her own business, she found that this approach didn't work as well. She found that the goals she set didn't come to fruition, even though she worked hard and took strategic action. She eventually felt so frustrated that she stopped setting goals and just let her business grow organically. That's when she discovered that her business would go through cycles of success, change and downtime, and she started to notice a pattern that aligned with the moon and zodiac cycles. So, she combined her knowledge of project management with the natural cycles and came up with a system that worked! No longer did she find her goals passing by unaccomplished, she found that she would naturally achieve what she intended each month and better still, it felt effortless.*



Once you have documented the answers to all of the above questions, read it back to your partner as though you're offering it to them. Then ask 'does this offer sound irresistible?' Until you can say 'yes', there is more digging and shaping to be done.

Remember, this is an experiment that can only unearth more about your offer than you know from your own perspective.

Have fun!

Natalie xx