



Designing, Pricing and Structuring Your PRIME Offer

Your prime offer should be _____, _____, _____,
_____ and require _____ preparation to
deliver!

- Simple
- Easy to deliver
- Well-priced
- Little to NO

Let this be EASY!

DO NOT get stuck in your mind planning, mapping, recording and preparing for something no one has asked for yet... you are wasting your time!

In a service-based business, always start at the highest price possible with a handful of private clients so you can get revenue coming in that you can reinvest to springboard volume growth. This will fund advertising, getting help, etc.

Ask lots of questions of your market in conversations, at events, in your posts, in your groups and in your private messages to try to understand what it is that people really want.

DO NOT be use fancy words or technical terms, do not be fluffy or overly descriptive. Give a straight, direct offer that speaks to the result that they will get immediately upon doing this work, buying the product, getting the service etc.

10 HOURS a WEEK

On average you will have less than 10 hours a week to do actual billable client work.

How much do you need to make for each of those hours to achieve your income goals?

\$_____/hour

How much do you need to sell each month, each year? \$_____/month \$_____/year

Sales of Your Program Required to Reach \$1 Million Per Year in Revenue:

\$1,000,000 x 1 sale

\$100,000 x 10 sales

\$50,000 x 20 sales

\$10,000 x 100 sales

\$5000 x 200 sales

\$1000 x 1000 sales

\$100 X 10,000 sales



MONTHLY INCOME

How many enrollments/products do you need to sell per month at the price point you are considering to get to a reasonable income? _____

FOR EVERY ONE HUNDRED (100) AUDIENCE MEMBERS = ONE (1) SALE

Multiply that number by 100 and that puts you in the safe zone for how many people you need in your engaged audience to convert that number of paying prospects. e.g. make 5 sales, need 500 engaged people. Make 50 sales, require 5000 engaged people.

DO NOT SET YOURSELF UP FOR FAILURE

The reason you want to start off with a custom, high-ticket one-to-one offer is that it lowers substantially the number of products or services you need to move to get to your goals.

A course for \$99 - you need to sell 100 of them a month in order to successfully make around \$118,800/year (less after you pay your expenses).

A one-to-one service at \$500 a month you will need to carry about 20 clients to achieve that same monthly income of \$10,000/month.

Ultimately you will have many streams of income and you will keep layering and adding as you go, but the first most important step is _____.*

***getting sustainable**

So that you can pay your bills, invest in advertising and get your first team member.

Then you can do that list building, advertising and volume of marketing needed to create and sell the more scalable products in enough volume to have success.

LENGTH

90 days is a great initial offer.

It's enough time for you to start to make an impact, but it is short enough that it lowers the threshold for risk.

MAKE THE PROCESS SIMPLE

Use social, content, online groups, stories, videos and private messages to drive people to free consultations. Use the one conversation close with them (that we teach) to close them on the spot.

Focus on getting a minimum of 3 to 5 scheduled prospect conversations per week.



CUSTOMIZE TO THEM - DON'T PITCH A Pre-Formatted OFFER

This is why I say do not spend a ton of time putting together your first offer in advance.

Answer these questions instead.

1. What is the result they will achieve by the 90-day mark?
2. What will your process and structure be for helping them achieve this?
3. What are your unique gifts that you will apply to their situation in order to help them achieve their goals?
4. What is unique about you, your process, skill set, experience or the way you do this work that gives you the ability to help them achieve superior results?
5. What is the risk if they don't do this work? What is the reward if they do?
6. What are the most common objections or reasons why someone would not want to do this work? What can you do to lower risk, raise reward, help them push through fear, build trust, etc?

Write out your prime offer below: