



# IRRESISTIBLE OUTCOME IDENTIFIER



On the next pages:

- 1** Fill in your Wildly Delicious Offer™ Promise - the transformation you promise your clients when they work with you. (For example, the Wildly Delicious Offer Promise for Facebook Faucet is to bring in clients automatically.)
- 2** Identify the problem and solution your Wildly Delicious Offer™ addresses for your clients. (For example, the problem I solve in Facebook Faucet is that my clients are spending lots of time and not bringing in enough clients. The solution I provide is to set up an automatic online system using Facebook ads to bring in clients.)
- 3** What is the problem your client has before they realize they have the problem your Program solves? **OR**, this could potentially be the same problem that your Program solves with the solution being learning the new way of doing things - a high level overview of the system your Program uses). (For example, for Facebook Faucet the problem is they worry whether Facebook ads can work in their business and don't understand how a Facebook ad system could be set up for their niche.)
- 4** Brainstorm Strategy Session “outcomes” (the results people will get from doing your Strategy Session with you) that will be irresistible to your clients. (For example, for Facebook Faucet the free session plans their entire Facebook Ad strategy showing them if Facebook ads can work for them in their niche and the exact pieces they need to bring in clients tailored for their business.)



# IRRESISTIBLE OUTCOME IDENTIFIER



- 5** What problem and solution do your clients have BEFORE your strategy session problem and solution? (For example, prior to the Facebook Faucet strategy session, Facebook ads seem overwhelming and complicated and my clients don't have a clear idea how to create ads that will bring in a consistent flow of clients.)
- 6** Brainstorm Magnetic Webinar “outcomes” (the results people will get from being on the webinar with you) that will be irresistible to your clients. After attending your webinar, clients should be excited about taking the next step into your strategy session and intrigued about working with you in your Wildly Delicious Offer™. (For example, the Facebook Faucet webinar “Get Clients Instantly Using Facebook Ads” shows my clients how Facebook ads work and the system they need to successfully bring in clients.)

Review to ensure your Webinar, Your Strategy Session, and Your Wildly Delicious Offer all lead nicely from one to another.



# IRRESISTIBLE OUTCOME IDENTIFIER



6

MAGNETIC WEBINAR  
OUTCOME



4

STRATEGY SESSION  
IRRESISTIBLE OUTCOME



1

OFFER PROMISE  
(Transformation offered by  
your program or service)

5

P.S.

Problem:

Solution:

(Can be the same P.S. as your  
Program but a high-level  
solution without  
implementation details.)

3

P.S.

Problem:

Solution:

(Can be the same P.S. as your  
Webinar but with personal help  
or a personalized plan.)

2

P.S.

Problem:

Solution:



# IRRESISTIBLE OUTCOME IDENTIFIER



4

Brainstorm Strategy  
Session Outcome

6

Brainstorm Magnetic  
Webinar Outcome