

LET'S TAKE A LOOK AT YOUR CURRENT COACHING/CONSULTING OFFERINGS TO MAKE SURE THEY ARE THE RIGHT FIT FOR YOUR AUDIENCE AND YOUR BUSINESS GOALS.

BY DR. TRACY TIMBERLAKE

IN CASE WE HAVEN'T MET...



HI! I AM DR. TRACY TIMBERLAKE

Dr. Tracy Timberlake is a Multi-Award Winning Business Coach, million-dollar Course Creator, Speaker and Online Influencer. Recipient of the prestigious Miami 40 Under 40, she has spoken on the TEDX stage, been featured on NBC, CBS, Entrepreneur Magazine, etc, it's no wonder her clients appropriately titled her "The Entrepreneur Whisperer."

She helps her clients figure out WHY they aren't making the money they should and HOW to fix it ASAP! Your offers are included in that...so lets go!

WHY AUDIT YOUR OFFERS?

Our offerings are the way we get to serve our clients. The containers we create allow them to get the help they need to achieve the goals they have. If our intention is to serve at the highest level possible we need to make sure the things we create as products and services are truly in alignment with that intention.

What I have found in the many years of coaching clients is that too many coaches/consultants create offers that they think are a good idea - but find themselves frustrated when no one signs up.

Or, even worse, their offerings catalog is incomplete and doesn't match the level of impact they want to have in their industry.

My intention with this FREE Offerings Audit is to help you see what's working and what's not. It's also to help you see where there are gaps you need to fill so that you can create, launch and market offers that really do serve your business goals as well as your clients. So, if you are ready....let's do this!



PRODUCT SUITE

YOU ARE NOT A ONE-TRICK PONY. EVERY COACH/CONSULTANT/SERVICE-BASED ENTREPRENEUR SHOULD CONSIDER HAVING A PRODUCT SUITE.

WHAT IS A PRODUCT SUITE?

A PRODUCT SUITE IS SET PROGRAMS, PRODUCTS, AND CONTAINERS THAT ALLOW YOU TO SERVE YOUR CLIENTS/CUSTOMERS IN A VARIETY OF WAYS. IF YOU THINK ABOUT IT, EVERYONE THAT COMES TO YOU IS NOT ALWAYS A CANDIDATE FOR WORKING WITH YOU AT A 1:1 LEVEL. CONVERSELY, EVERYONE ISN'T LOOKING FOR A COURSE OR A SELF-STUDY PROGRAM EITHER.

HAVING A SUITE OF PRODUCTS ALLOWS YOUR PEOPLE TO WORK WITH YOU IN MANY LEVELS, SPACES...AND PRICE POINTS! SPEAKING OF PRICE POINTS, I LIKE TO LOOK AT PRODUCTS SUITES LIKE A STAIRCASE.



DEFINING THE TERMS

FREEBIE

FREE offers. A freebie can be PDF documents, Webinars, Online Trainings, FREE Challenges, etc. They are no cost and very low commitment, but should still be something that showcases how good you are at helping them achieve results.

TRIPWIRE

These are designed to "trip the sales wire." These are offerings that could be sold for more but you are offering them at a significantly discounted, no-brainer type of rate. For example, something worth \$97 but you are offering it for \$27. Example: E-Book

SELF-STUDY COURSE

Every industry expert should have a course. It allows you to teach your methodology and systems to your clients on a mass scale and GREAT for passive income. A self-study course is one they should be able to complete on their own with no direct 1:1 interaction with you.

LIVE GROUP PROGRAMS

These are higher level containers where your clients get to do work with you in a group setting. Maybe you are teaching them LIVE or hosting LIVE Group Coaching calls. Retreats, Conferences and LIVE Events can fall into this category as well.

HIGH-TICKET 1:1 SERVICES

This is where they get the highest level of transformation because they are working with you directly. This should also be the highest level of investment as well. I do these in the form of 1-Day Intensives, 12 week or 6-Month Coaching.

YOUR PRODUCT SUITE

Take a look at all of the types of offers that can be included in a Product Suite. Which

| of these do you already have? List them below: |
|--|
| |
| What's missing? |
| If you don't have all of the types of offers in a proper Product Suite, what is missing? What should you be creating next? List those below: |
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| |



OFFERS THAT SELL

NOW, LET'S REVISIT THE OFFERS YOU DO HAVE...DO THEY SELL? ARE YOU ABLE TO ENROLL CLIENTS INTO THOSE CONTAINERS WITH EASE?

MEANING, WHICH ONES ARE HEAVY REVENUE GENERATORS IN YOUR BUSINESS? WHICH ONES DO YOUR IDEAL CLIENTS AND CUSTOMERS JUST LOVE LOVE LOVE!? (WHEN I SAY LOVE, I MEAN WILLING TO PAY YOU FOR, INVEST IN.

| FREEBIES MY CLIENTS LOVE: |
|-------------------------------------|
| |
| TRIPWIRES MY CLIENTS LOVE: |
| |
| SELF-STUDY COURSES MY CLIENTS LOVE: |
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| LIVE PROGRAMS MY CLIENTS LOVE: |
| |
| 1:1 OFFERS MY CLIENTS LOVE: |
| |
| |

OFFERS THAT DON'T SELL

WHICH OFFERS AREN'T SO GREAT? MEANING - WHICH OFFERS ARE YOU NOT CONFIDENT IN? WHICH OFFERS HAVE ONLY 1-2 PEOPLE SIGN UP? WHICH OFFERS DON'T HAVE ANY ENROLLEES AT ALL?

| FREEBIES THAT DON'T GET A LOT OF TRACTION: |
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| TRIPWIRES THAT DON'T GET A LOT OF SALES: |
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| SELF-STUDY COURSES THAT DON'T GET A LOT OF ENROLLEES: |
| |
| LIVE PROGRAMS THAT DON'T GET A LOT OF REGISTRANTS: |
| |
| 1:1 OFFERS THAT NO ONE SEEMS TO WANT: |
| |
| |

A quick word

You never ever ever have to feel bad about offers that don't sell. I have had offers that didn't do as well as I expected too. That's all a part of the process of crafting containers that work best for YOUR clients! That's exactly why you are auditing your current offers now. We want to make sure that your people are picking up what you are putting down - and that they get super excited about signing up for your programs. If they aren't there are usually several things to take a look at - and we will get to that assessment later.

For now, I just wanted to shoot some encouragement your way and let you know that every single thing you create may not be a hit, but it doesn't mean that your work isn't valuable in the industry. We can always work to tweak what you have to make sure you are being showcased in the BEST way possible.

I am here for you!

REME MBER



How much revenue comes from each offer per month?

| FREEBIES: | |
|---------------------|--|
| TRIPWIRES: | |
| SELF-STUDY COURSES: | |
| LIVE PROGRAMS: | |
| 1:1 OFFERS: | |
| TOTAL CURRENT | |
| MONTHLY REVENUE: | |
| MONTHLY \$\$\$ GOAL | |

In other words, how much money would you like to make each month?

Are your current offers bringing in enough monthly revenue to hit your monthly revenue goals. If not, here is a quick assessment to help you figure out why...

| | | YES | NO |
|---|--|-----|----|
| 1 | Do I have paths to profit (aka sales funnels) set up for each product? And are those sales funnels working? | | |
| 2 | Am I consistently visible on social media and other platforms, offering value and leading people to my sales funnels? | | |
| 3 | Is my messaging appropriate for the audience I desire to attract? | | |
| 4 | Am I positioned properly in my industry and allowing myself to be seen as a true expert? | | |
| 5 | Do I have a profitable launch strategy for new offers when they are released? | | |
| 6 | Is my mindset expansive? Am I an energetic match to the amount of money I desire to make? | | |
| 7 | Have I invested in a coach to help me fill in the gaps of my messaging, marketing and money mindset? So that I can show up as the be the best coach/consultant I can be! | | |

Any checkbox in the NO column is a clear indication of what may be missing at this time. If you checked off YES and your offers still aren't generating the buzz you would like, it may be time to consider new offers for your audience.



Feel free to jot down notes for yourself. Gere are some quest8ions to answer:

What do you believe is preventing you from hitting your revenue goals? What do you plan to do about it? What are your ideal clients/customers waiting for you to create? When do you plan to create that container for them? What does your next level look like?

CEO Reflections

