



## 7-Figure Funnel Introduction & Wildly Delicious Offer Cheat Sheet

### The Critical Client Problem:

Brainstorm your client's problems either based on your experience **OR** if you've had less than 10 paying clients in the past, interview around 10 people who are part of your target market.

*Narrow down one problem that you can solve.*

### Transformative Benefits:

Focus on the "client-centric" transformation – where will your clients be after they work with you?

WHAT PROBLEM DO YOU SOLVE?

*Brainstorm 30 unique transformative benefits.*

Keep asking yourself **WHY your clients want the outcome** they're after, until you get to the heart of what you can do for them.

### You Are The Only Solution:

To attract clients with values similar to yours and to build relationships with them faster, determine what's unique about you *to focus your messaging*.

*List 5 key things your company stands for, believes in and/or does better than anyone else.*



#### Delivery:

How is the way that you deliver your product or service a benefit to your client?

#### Bonuses:

Can make the difference between making the sale and not but needs to be based on your client's objectives AND what's reasonable for you to offer.

What's easy for you?

What addresses objections from clients/potential clients?

#### Guarantee:

Gives potential clients a level of security about your offer unlike anything else.

What are some guarantees you can offer that you are able to deliver on?

#### Limiters:

An element to your offer that isn't available indefinitely.

How will you limit your offer to get potential clients to take action?

#### Pricing:

The most important thing about pricing is that you be confident in your offer.

What pricing options you will offer?



### Systems:

No matter what your offer or delivery method, systems are key.

What systems do you have, or will you implement to serve your clients?

Is your offer truly HOT?

- Check with your coach.
- Execute market research
- TEST, TEST, TEST
- How can you make it even hotter!