

Write Your Website Workshop

*Module 2 Action Plan
& Get it Done Guide:
Can't-Resist Offers*

Day 2: Brainstorm what your prospects want

Get it Done Step #1: Circle the motivating factor(s) that you believe influence (or could influence) your customers' decision to buy your products/services (circle all that apply):

Power	Social contact
Independence	Family
Curiosity	Status
Acceptance	Vengeance
Order	Romance
Saving	Eating
Honor	Physical exercise
Idealism	Tranquility

Get it Done Step #2: Answer the 10 Questions that Can Help You Read Your Prospects' Minds.

Grab a pack of index cards, clear some space on your desk/the floor/wherever, and jot down as many answers as you can think of to the following questions:

1) What problems are my clients/prospects experiencing now? (get specific! one per card. ie. not "losing weight" but maybe "fitting into their clothes", "feeling comfortable in own skin", "looking good in a swimsuit", "being able to chase kids around" etc.) You might make a list of generic problems - ie. weight loss - and then note how that problem affects them in their everyday lives - sometimes in ways they're not even aware of. (If you don't yet have any index cards, you can start jotting your thoughts below.)

2) What goals do my clients/prospects have? (again, specific - ie. "fit into little black dress by start of Christmas season", "make \$5,000 per month by end of quarter") If you don't know - ask them. (If you don't yet have any index cards, you can start jotting your thoughts below.)

3) Dig deeper - what do they want in their deepest, darkest dreams - something they're afraid to admit even to themselves? (ie. to become the next Tony Robbins, to ...) (If you don't yet have any index cards, you can start jotting your thoughts below.)

4) How have I achieved success for myself or my clients in a way that makes me a good teacher for my clients? Ie. relationship coach - just celebrated 10th year in marriage. Someone like me, the fact that I have consistently attracted 1000s of leads and filled 40+ private consults at a time with my written marketing docs and by choosing an irresistible marketing message. Get specific about accomplishments - now isn't the time to be shy! List as many as you can think of, big or small. Maybe it's simply that you pushed through your fear to start your business while still employed full-time and now you've been able to quit your day job and want to help other people quit their JOBS and build their own business. You don't have to be a millionaire to inspire others. Just the fact that you're living life on your own terms now, if that's something they desire to do, is good. Remember the old saying: To every third grader, a fourth grader is a god. Which means that your accomplishments, some of which may feel small to you, may be HUGE to someone else. So think back to where you were when you first started your journey, think about what you wished for, and then think about what you've accomplished, big or small, and write each and every one down.

Examples:

a) I am now able to provide financial support for myself and my family completely on my own.

b) I am free to work on my terms, when it works for myself and my family. I can take time off if needed, if my daughter is sick or we have other needs, without having to ask a boss for permission. I see friends and family of mine talking about how much they struggle to balance work and life and while I feel horrible for them, it makes me more grateful for my situation. One friend couldn't change her hours to allow her to be home once her daughter got home from school, so she had to leave her 9-year-old home alone for an hour until she could get there. It all worked out in the end, but she hated having her daughter home alone at that age. My own sister was told by her boss last year that if she missed another day of work due to illness that she would lose her job. She's a single mother of two young boys, and anyone with young kids knows how easily they pick up colds and flus and whatnot, so if one became too sick to go to school she would be up you-know-what creek without a paddle. Thankfully, everyone stayed healthy and she kept her job, but the stress really wore her out.

c) I am in complete control of my situation - finances, time, etc. Which is both terrifying and exhilarating.

(If you don't yet have any index cards, you can start jotting your thoughts below.)

5) What are my clients/prospects afraid of? (ie. losing home, having their business fail, having to go back to corporate America, divorce, etc.)

(If you don't yet have any index cards, you can start jotting your thoughts below.)

6) What makes them mad or irritated? (ie. sky-high prices your competitors charge, bad service, long wait periods, etc.)

(If you don't yet have any index cards, you can start jotting your thoughts below.)

7) What are the reasons why people might NOT buy my product/program/service? What hidden objections might they have? (example: for a hypnotherapist I worked with recently, we uncovered that many of her prospects for smoking cessation hypnotherapy had already tried everything: medications, the patch, quitting cold turkey, doctors, therapists, etc., and were thinking that nothing would work. We had to help them see why hypnotherapy is different and *why* it works when other methods fail.)

(If you don't yet have any index cards, you can start jotting your thoughts below.)

8) What are the features of my product/program/service? (ie. 35 pages, 3 CDs, 5 coaching hours - list ALL)

(If you don't yet have any index cards, you can start jotting your thoughts below.)

9) What are the benefits of using my product/program/service? (ie. fast delivery, instant access, ready-to-use blueprints (save time, headaches), don't struggle through it alone, get feedback, get support, gain confidence, etc.)

(If you don't yet have any index cards, you can start jotting your thoughts below.)

10) What are the transformations that my product/program/service provides? (ie. become a master golfer, stop divorce, meet your soulmate)

(If you don't yet have any index cards, you can start jotting your thoughts below.)

Day 3: Decide on Your Irresistible Offer Format

Get it Done Step #1: Review your website objectives

Remember last week, when you identified whether your main goal from your website is to generate leads for your newsletter list, connect with prospective clients, or sell your products/programs? Go back to your answer, because it's going to help you decide which free gift to offer.

Get it Done Step #2: Browse the different "types" of free offers

Here are a few options you can offer your prospective clients, based on your overall website goal (circle all that pique your interest):

Option 1: Generate leads for your newsletter list

Request a special report

Take a self-analysis quiz

Listen to a webinar recording

Watch a training video

Option 2: Connect with prospective clients

Schedule a free consultation

Request a quote for service packages

Download an educational e-course

Redeem a coupon/gift certificate

Option 3: Sell your products/programs

Download a chapter/section of your product

Join a live Question & Answer session

Register for an upcoming "preview call"

Request a free consultation

Get it Done Step #3: Choose the format that you'll focus on right now

You might find that you circled several options above, but for the purpose of your overall website, you want to choose one main focus. Otherwise, you could find yourself facing potentially paralyzing overwhelm - and end up going nowhere, fast. So choose one main free offer that you'll focus on now, and write your choice below:

Day 4: Choose Your Topic

Get it Done Step #1: Brainstorm your essential first steps

First up, you want to identify the things your prospects need to figure out before working with you. Here are a few ways you can do that:

1) Think about the very first thing that you do with new clients. If you're not sure, think back to the last few clients you've had (or, if you've never had clients, think back to the first thing YOU did to solve your problem - was it to research solutions? Was it to admit that there IS a problem?) and chances are, you'll find a common theme. Jot down your ideas below:

2) Think about things your clients have to do before they can work with you. For example, if you're an accountant, maybe the first step is to organize their receipts/records, and so you might identify an opportunity for a free offer that's all about HOW to get/keep your bookkeeping records organized. Write your thoughts here:

Get it Done Step #2: Complete your Problem-Solution-Problem formula

Begin with your essential first steps, which is the solution in your problem-solution-problem formula, to help you ID the initial problem. You can also use this formula to make sure this offer is going to work in your client-attraction goals.

Here's an example from a VA business to get the wheels turning:

Initial problem clients face: they're working too hard and not earning enough money.

Solution the freebie provides: shows them how to add \$2,000 to their bottom line each month, by freeing up 20 hours of their time each month, at \$100 an hour, to work with clients. Or at \$200 an hour, you'd only need 10 hours of time freed per month.

Problem readers are faced with now: How to figure out which tasks to let go of. And in this report, she explains the solution to that problem is in accepting a free consult with her to review the prospects' individual situation and identify tasks in their business that are taking up otherwise client-billable time.

Your turn:

Initial problem clients face: _____

Solution your freebie provides: _____

Problem readers are faced with now: _____

Day 5: Give Your Offer a Juicy Title

Get it Done Step #1: Focus on the transformation

What is the end result potential clients can expect after requesting your free offer? Will they walk away with 5 ideas to create a stronger plot for their novel? Will they be able to identify their dream job? Jot down your ideas here:

Get it Done Step #2: Get specific

Laser in your topic to make sure it's as specific as possible. (Ie. 5 Website Mistakes that Cost Most Businesses \$1000s in Lost Profits Each Year, 7 Ways to Lose 5 Pounds Next Week) Cut the vague and give your title some teeth! Brainstorm your thoughts and write the winners here:

Get it Done Step #3: Write Your Title!

Okay, time to settle on a title for your free offer! (Don't worry if you suffer from perfection paralysis, as I often have - this title isn't set in stone and can always be changed later if you find it's not working as well as you'd like or you come up with a better idea.)

What's the title of your free offer?

Get it Done Step #4: Review your free offer

Does this free offer position my products/services as a natural solution for my prospective clients? Yes No

Is the format in line with my overall website goals (generating leads, attracting clients, selling programs)? Yes No

Is my topic concise and easily digestible? Yes No

Does the free offer title focus on the expected transformation? Yes No

Is the title specific, not vague and wishy-washy? Yes No

Does my new freebie get ME excited about marketing my products and services? Yes No

