

**Module Two
How to package your services so that
your ideal clients will pay you for them.**

**Get Started Crafting Your Sellable Offer EXERCISE**

**Part 1 - Brainstorm (no responses are wrong)**

What do your ideal clients say they really want? What do they say their goals are?

How do your ideal clients describe their problems and challenges? What do they actually say?

How do you help your clients? What problems can you help your ideal clients solve and how?

How do you want to spend your time?

**Part 2 – Put it together**

What is the primary outcome of this offer? (Use this answer to name it.)

What is the best way to deliver your service so that your clients will likely experience this outcome?

How much money will people pay for this offer? How much money can you charge and feel good about people paying you that much?

Plan a way to test your offer with people who already know you. How will you let them know about it? Will you offer special pricing as you’re testing the offer?

**ACCOUNTABILITY OPTION:**

Return your completed exercise to me at
Kathryn@ManifestingClientsAcademy.com