

YOUR
NEXT CHAPTER



Your Offer Staircase
Workbook Two

The Services you will provide in 2022

Now that's you've considered what did and didn't work in 2021, and what you enjoyed and didn't enjoy delivering, let's make some choices as to what you will take to market in 2022.

Depending on what stage of business you are at, you will have more or less offers. In either instance I encourage you to keep your Service Suite simple – think of this as an Offer Staircase – a journey that takes your most aligned clients from their first experience of you through to working deeply with you.

This is a reflection of my philosophy of:

“ *developing long term relationships with clients rather than short term transactions with customers.* ”

Your Offer Staircase:

EMBRACE

An investment offer with high and/or access to you.

ELEVATE

A first level product, service, event or experience.

ENGAGE

A no or low barrier to entry product, service, event or experience.



Your Offer Staircase:

Offer One: ENGAGE

A no or low barrier to entry product, service, event or experience.

This is something that requires an investment of time and energy, rather than money and allows them to experience your style and approach whilst you help solve a small part of the challenge they are currently experiencing.

This is often referred to as a Lead Magnet, Taste test or Opt-In but can also simply be a consultation/discussion if you are serving the professional services market who are not so accustomed to “opt ins”.

Offer Two: ELEVATE

A first level product, service, event or experience.

This offer depends so deeply on your specific Most Aligned Client and market.

It's a level of custom that requires a clients first financial investment with you. This could be a single session, a group program or something more.

Offer Three: EMBRACE

An investment offer with high and/or access to you.

This is usually your primary offering, it's an extended program or package you LOVE delivering and it's where you will likely generate the largest portion of your income.

Examples:

My Engage Offers include: ebooks, webinars and a Next Chapter Breakthrough Conversations and Salon Dinners

My Elevate Offers include: a Strategy Session and a Business Retreat

My Embrace Offer: include my Next Chapter Masterminds and VIP Days.

ACTION:

With the knowledge you now have from your review, take time to decide what your Engage, Elevate and Embrace offers will be for 2022.

My ENGAGE offer will be:

My ELEVATE offer will be:

My EMBRACE offer will be:

Bonus Concept

These services should ultimately spring from your Differentiation Model, the unique and distinctive framework you utilise to take your clients from where they are to where they want to be. Everyone has one. It's just not always easy to read your own label from inside the jar! It's one of the key outcomes my clients enjoy from working with me, but you can get started on it yourself by:

1. Mapping out the steps you walk clients through
2. Categorising these into areas of commonality
3. Defining 3-5 overarching categories/steps
4. Giving your model a name
5. Creating a visual representation

Once you have your Differentiation Model, creating services, programs and packages is much easier and your market positioning becomes more powerful, creating traction and respect.

NEXT STEPS:

In the next workbook we will explore your Core Message and Communication Channels for 2022 through a wholehearted marketing approach.