

## Offer And Program Design Document

### Offer Statement:

I help \_\_\_\_\_ achieve \_\_\_\_\_ so that \_\_\_\_\_

### Examples:

I help business owners get more leads so that they can make more sales.

I help overweight people lose weight so they feel better and are healthier.

I help local businesses diversify online so they don't go out of business.

I help dentists have a better website so they get more clients.

I help startups build a lead funnel so that they can get more clients.

### YOUR Offer Statement:

What are 3 RESULTS the client achieves in working with you?

What are 3 CHALLENGES your client overcomes in working with you?

How will you deliver the transformation (result)?

Aka: how will you transfer your process to their life/business/situation?

For example:

13 Week Step by Step Training Program

26 Step by Step Detailed Lessons

26 Worksheets and Templates

Weekly Access to Talk With You (the head coach)

Weekly Access to work with your (assistant/web designer/VA, etc)

Milestone tracking and accountability

Of course that could be:

8 Week Step by Step Training Program

8 Step by Step Detailed Lessons

8 Worksheets and Templates

Weekly Access to Talk With You (the head coach)

Weekly Access to work with your (assistant/web designer/VA, etc)

Milestone tracking and accountability

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It could be 1-1

It could be small group

It could be hybrid (1-1 and small group)

Write our YOUR delivery method, as demonstrated above:

Describe your program:

Over the next 13 weeks, we'll guide you step by step to

(result #1,

result #2,

result #3)

so that you have (end result)

the way that we do that is with 13 detailed step by step lessons

plus 13 worksheets/homework assignments

plus we meet 13 times in a small group, to fine tune any work that you are doing

so that (remind of the result)