

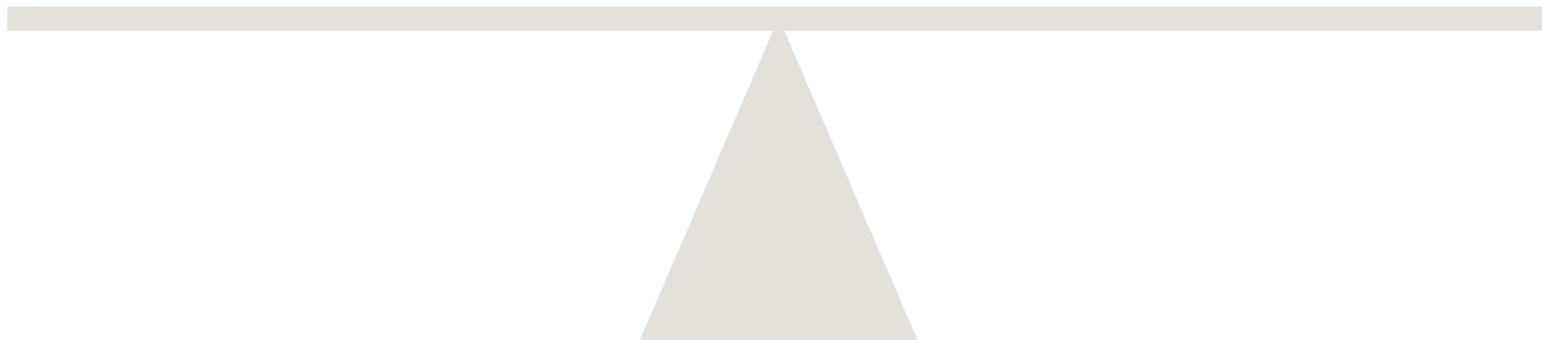
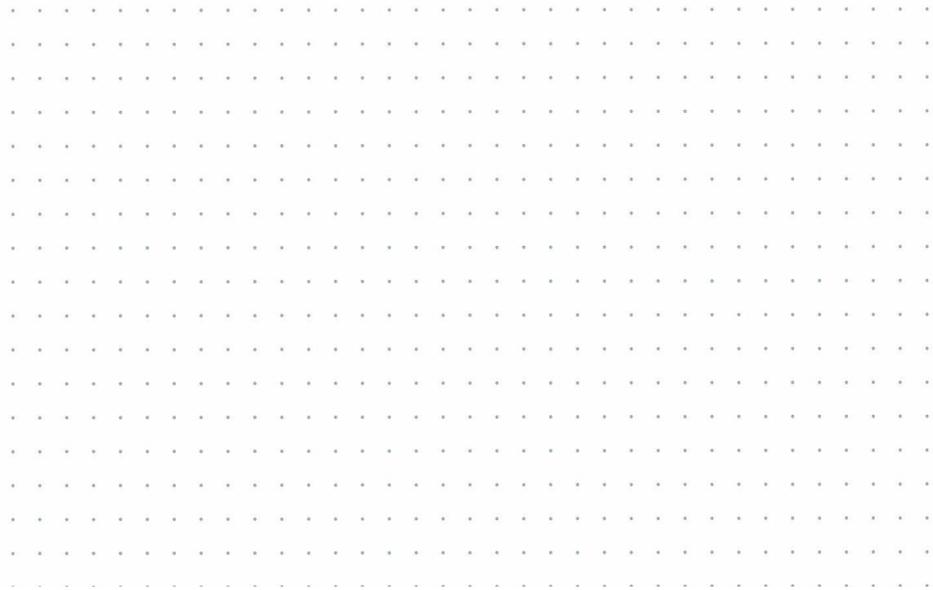
A woman with glasses on her head, wearing a white long-sleeved shirt, is sitting at a desk. She has her arms raised in a celebratory gesture, with her fists clenched. She is smiling broadly. In front of her is a laptop, a pen holder with several pens, and a small potted plant. The background is a bright, modern office space with a white shelf holding a plant and some books.

THE COACHING OFFER PLAYBOOK

#CLIENT #SUCCESS #DELIVERY

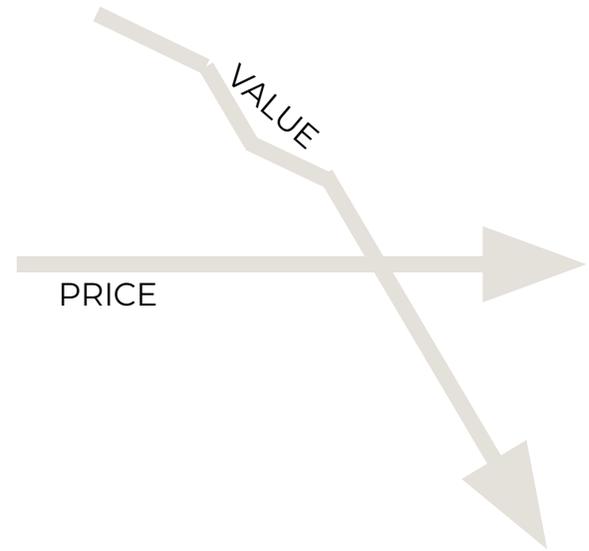


THE RISK/REWARD RATIO





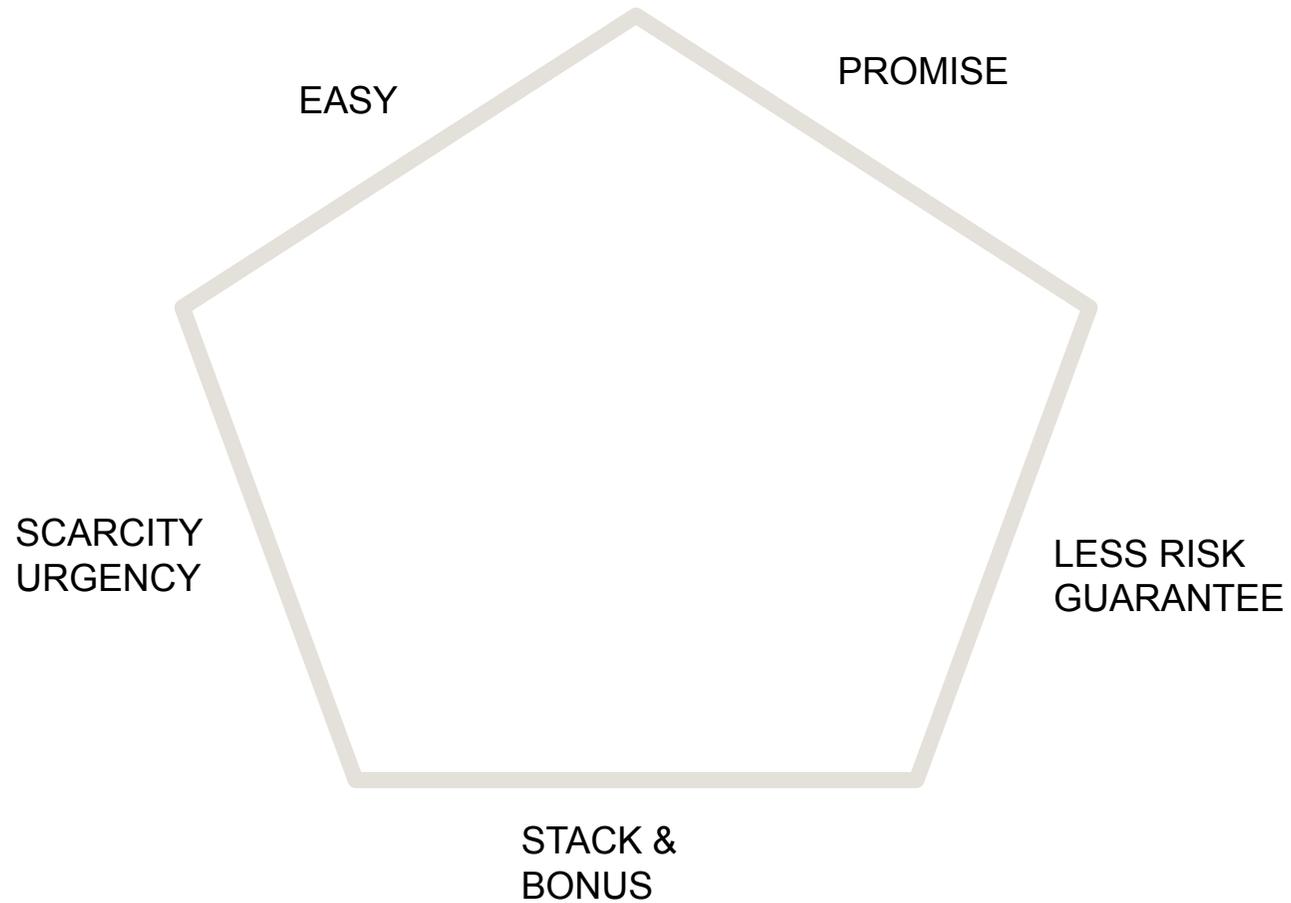
THE VALUE MINDGAME



_____ =VALUE



THE PENTAGRAM OFFER





THE PROGRAM NAME

BEST PRACTICE	EXAMPLES	CURRENT	IDEAS
<ul style="list-style-type: none">● ONE WORD● EASY TO IDENTIFY● CLEAR TRUMPS CUTE● I WANT THAT	<p>DREAM TO LIFESTYLE BEAUTIFUL SMILE THE CONFIDENT WOMAN SCALE LEAN & FIT</p>	<p>INSIGHT</p>	



THE PROGRAM PROMISE

BEST PRACTICE	EXAMPLES	CURRENT	IDEAS
<ul style="list-style-type: none">● <i>SPECIFIC RESULTS</i>● <i>SET TIME FRAME</i>● <i>SMALL PROMISES</i>● <i>ASPIRATIONAL</i>	<p><i>THIN THIGHS IN 30 DAYS</i> <i>10K IN 10 WEEKS</i> <i>10 CLIENTS IN 90 DAYS</i> <i>MILLIONAIRE COACH</i> <i>10 KG IN 100 DAYS</i></p>	<p>INSIGHT</p>	



THE LESS RISK GUARANTEE

BEST PRACTICE	EXAMPLES	CURRENT	IDEAS
<ul style="list-style-type: none"> ● ACTION BASED ● NO QUESTION ASKED ● MAKE IT SAFE TO START ● MONEY BACK ● DELAYED PAYMENT ● GET PAID ● ROI ● PERFORMANCE PAY 	<p>100K IN 90 DAYS OR WE WORK WITH YOU FOR FREE TILL YOU REACH YOUR GOAL</p> <p>1 MONTH - LOVE IT OR LEAVE IT</p> <p>IF YOU DONT SUCCEED IN 6 MONTH I WILL BUY IT BACK AND GIVE YOU A DINNER</p> <p>PAY PER KILO YOU LOOSE</p> <p>ALWAYS MATCH GUARANTEE WITH TERMS THAT GIVES RESULTS</p>	<p>INSIGHT</p>	



THE DELIVERY PLAN

GROUP RATIO	EFFORT	SUPPORT	DELIVERY TYPES	INCLUDES
<p>EXAMPLES</p> <ul style="list-style-type: none"> ❑ 1-1 ❑ SMALL GROUP ❑ ONE TO MANY 	<p>EXAMPLES</p> <ul style="list-style-type: none"> ❑ DO IT YOURSELF(DIY) ❑ DONE-WITH-YOU (DWY) ❑ DONE-FOR-YOU(DFY) 	<p>EXAMPLES</p> <ul style="list-style-type: none"> ❑ SMS ❑ CHAT ❑ EMAIL ❑ SUPPORT COACH ❑ PHONE ❑ ZOOM 	<p>EXAMPLES</p> <ul style="list-style-type: none"> ❑ LIVE/VIRTUAL ❑ RECORDED ❑ IN PERSON ❑ WRITTEN ❑ AUDIO ❑ VIDEO 	<p>EXAMPLES</p> <ul style="list-style-type: none"> ❑ ADVANTAGE ❑ ANALYSIS ❑ APPROACH ❑ AUDIT ❑ BLUEPRINT ❑ BOOSTER ❑ BUILDER ❑ CHEATSHEET ❑ CHECKLIST ❑ FORMULA ❑ GAMEPLAN ❑ GUIDE ❑ MATRIX ❑ MAXIMISER ❑ METHOD ❑ MODEL ❑ NAVIGATOR ❑ NETWORK ❑ PLANNER ❑ PROCESS ❑ PROGRESSION ❑ PROFILE · ❑ PROGRAM ❑ REPORT ❑ SYSTEM ❑ TEMPLATE
INSIGHT	INSIGHT	INSIGHT	INSIGHT	



THE BONUS PLAN

BEST PRACTICE	EXAMPLES	CURRENT	IDEAS
<ul style="list-style-type: none">● CONGRUENCE● ACCELERATORS● OBJECTIONS● SALES & INTIMACY● REWARD FAST ACTION	<p>1:1, SMALL GROUP CALLS DONE FOR YOU (dfy) TOOLS : WEBSITE, SYSTEMS SCRIPTS AND TEMPLATES MONEY MASTERY KEEP ACCESS</p>	<p>INSIGHT</p>	



THE SCARCITY/URGENT MACHINE

BEST PRACTICE	EXAMPLES	CURRENT	IDEAS
<ul style="list-style-type: none">• LOWER SUPPLY TO INCREASE DEMAND• CHUNK DOWN THE MILESTONES• FAST ACTION BONUSES• SELL PAST THE CLOSE• NO FAKE SCARCITY• LAUNCHES/ LIVE TRAININGS	<p>10 SPOTS A MONTH THE FIRST 5 GET... WE START ON TUESDAY OUR NEXT INTAKE IS BONUSES ARE GOING AWAY PRICE WILL RISE IN X DAYS</p>	<p>INSIGHT</p>	



THE PRICING

VALUE	CURRENT		NEW
BEST PRACTICE	EXAMPLES	CURRENT	IDEAS
<ul style="list-style-type: none"> ● ROI- FIND YOUR FEE ● 3-3-3-3 ● ALIGN WITH OUTCOMES ● QUALITY- QUANTITY 	<p>26K PIF OR 3K/MONTH 1 K/WEEK 1K-2K-3K- 3,5K/MONTHS</p>	<div data-bbox="1100 901 1559 1182" style="border: 1px solid black; padding: 5px;">INSIGHT</div>	