

YOUR PROMISE WORKSHEET

Now that you have complete clarity on their problems and solutions desired, let's wrap those answers up into specifics; this becomes known as **your promise**.

THE BEFORE | AFTER FRAMEWORK

BEFORE

AFTER

<p>In their own words, what is the specific PROBLEM that your ideal client is experiencing right now?</p> <p>Be as specific as you can, using measurables whenever possible.</p>	<p>What results do they have now?</p> <p>(Be specific. Be clear. Be tangible.)</p>
<p>What circumstances are currently present in their lives?</p> <p>What do they have that they don't want? What do they NOT have that they DO want?</p> <p>What do they think of these circumstances?</p>	<p>How do they feel now?</p> <p>What do they say to themselves?</p>
<p>What does that look like?</p>	<p>Who are they now?</p>
<p>Why haven't they been able to solve this problem yet? What's the consequence?</p>	<p>What's the ripple effect of finally solving this problem?</p>

Now, let's plug all of this info into a concise promise for your offer:

"[Niche], if you suffer from this **problem**, you're probably thinking/feeling ___ and wondering if ___ will ever go away. And it's not your fault! You haven't been able to resolve [this problem] yet because you aren't equipped/haven't learned...

What if I told you there's a better way? What if I could help you get **[the solution they desire]**, without ... (objection or fear)?

Get **[the solution they desire]**, so that you have *benefit 1, benefit 2 and benefit 3?*

Note: Benefits can include feelings, emotions and tangible results.

Our example:

For the solopreneur who is *so* ready to stand up and be heard...

What if you could, without an undeniable doubt, finally launch your online program and start making the type of impact you were destined for? All without wearing all the hats, second-guessing your offer each step you make, or having to wear a burnout badge to get you there.

A FINAL NOTE ON THE WORD, PROMISE.

Many heart-centered Coaches and Course Creators get worried that they are making promises they might not be able to deliver. We've all had that client or two who don't do the work, they don't show up and they don't get any results because of that.

So how can you make such promises?

First, realize that the promise behind your offer is not your course or coaching program.

What your offer *is* promising is simply to deliver what you said you would deliver: be it coaching, content, community, etc. You are providing information and support that is DESIGNED TO help your client solve their problem and get them to their desired transformation.

The key phrase here being "**designed to.**"

Your PROMISE is to the deliverables, NOT to what they do with it. Why? Because YOU are *NOT* RESPONSIBLE for someone else's LIFE! They are!

Key Phrases that we can use to highlight these are...

- "This Program is designed to... [transformation]"
- "This is the EXACT PROCESS I used to... [transformation]"
- "XYZ Product Enables _ [Avatar]_ like you to ___[transformation]"