

PITCH YOUR OFFER

Plan accordingly! You want to take about 25-30 minutes to make your offer. You might have the tendency to rush through this because you might feel uncomfortable, but THIS IS THE MOMENT you've been preparing for! Give yourself the time and space to properly present your offer with calm certainty.

If you practice the delivery of your event a few times, you should double the times you practice (and time!) this particular script.

1. REVIEW

Review the big ideas you covered throughout the launch event. What were the main takeaways? Review these quickly; just a simple list. Then ask: *What's been most valuable to you so far?*

2. REALITY

You're revisiting their current reality. You've already been pointing these realities out throughout the event so this is also a quick review.

As we discussed, there are a few big problems you are probably facing right now...

- 1. You're frustrated with your results in X.*
- 2. You're not where you want to be in Y.*
- 3. You want to avoid long-term problems having Z.*

3. POSSIBILITY - FUTURE PACING

Here you're helping paint a picture of what's possible when we move away from those big problems and towards the future they desire instead.

I want to do a powerful exercise with you. I want you to imagine that in just 3 days from now you are doing (insert description of positive thing) and you're feeling (insert positive feeling). Now I want you to imagine that in 3 months from now you are doing (insert description of positive thing) and you're feeling (insert positive feeling). Finally, I want you to imagine 12 months from now and you are doing (insert description of positive thing) and you're feeling (insert positive feeling).

What type of person are you seeing in your future? How are they showing up? How are they making decisions?

My question is, are you committed to being and acting as this person from this point forward?

4. THE HOW - REVEALED

As they do that future pacing exercise with you, that sneaky “yeah, but HOW” is going to arise in their minds...

Now, I know what you may be thinking, but here's the thing:

If you are committed to being that person, the only thing stopping you now is HOW to get there.

And the good news is you don't have to do the guess work anymore. I want to share with you how you can reach your goals easier and faster than you think.

5. QUALIFY - WHO IS THIS FOR? WHO IS IT NOT FOR?

These qualifications are based on their values...

But before I share this I need to be upfront. This is not for everyone.

This is NOT for you if... (Insert criteria including you aren't ready to grow, you're not willing to be flexible with your approach, you're happy to just stay comfortable in your situation).

This IS for you if (insert criteria + values of people you want). For example, this is for you if you are coachable, willing to try new things and take action, you're committed to your next level, your heart is to serve people and contribute, and you're tired of doing it all alone.

6. INTRODUCE THE PROGRAM AND ITS PROMISE

So, the next step is called the (insert program name).

The reason why I created it was... (Insert your reason for creating, this is your heart for it and them)

The promise of the program is...(It will help you to get X, so that you can have Y, without Z)

7. MODULES AND OUTCOME

The signature process you'll move through starts with (insert phase one). In this module you'll discover how to X so you can Y.

The second module is (insert phase two). In this module you'll discover how to X so you can Y.

Continue through the phases...

8. BONUSSES AND OBJECTIONS

After building this program I realized that some of you might be thinking (insert objections). So that's why I went ahead and created (name bonus(s) that discredits objections).

Ask: *Does this all make sense?*

9. TESTIMONIALS / SUCCESS STORIES

Here's where you'll insert some proof that what you're offering will work for them, because it worked for these other folks...

Some of the results we are getting from folks who completed the program include...(Share 1 to 3 testimonials).

If this is a new program, you can change the wording to "Some of the results I've been able to help clients achieve include..."

10. SHOW THE VALUE

So let's do a quick summary of everything you'll get inside the program.

This slide has a chart where you can clearly outline all that they are getting from this offer. Edit it to show each component, line by line, and add the dollar-value for each. Then add up the total value and list it at the bottom to summarize.

You won't be revealing the current price just yet. This is price conditioning.

11. PRICE REVEAL

Get the audience to accept the total value you've just revealed by saying...

I'm not going to ask you to pay this total amount, but imagine for a moment that you did pay it and through implementing the system you got (insert result and solution)... would it still be worth the investment?

(You want to say things that logically would still be worth it if they paid the total value amount. Then when you reveal the actual price, it will feel much lower).

Like I mentioned, the total value of the program is X. But I'm not going to ask you to pay that. The total amount for you right now is only (reveal price they will pay).

Alternative tactic: Reveal the price of the payment plan, not the full pay option. It's easier for people to only consider their monthly payment, not the total cost. It's an easier yes.

12. GUARANTEE

This is to help with risk reversal.

I want you to feel really comfortable about joining this program so I'm going to give you a (insert your guarantee).

13. FAST ACTION BONUS (OPTIONAL)

If you'd like to include a fast-action bonus as a way to increase sign ups on Day 1 of the cart open phase, here's where you would bring that in. Make sure it's relevant to getting them faster results.

*I also want to honor you and your time today, even more. So for those of you who take action in the next (insert your time which should be 24 hours or less) you'll also get...
...or for the first 10 people to sign up you'll also get... (insert fast acting bonus like an extra cheat sheet, course or tool.*

14. DEADLINE FOR (OPTIONAL) FAST ACTION BONUS

And remember the final deadline for this special offer is (insert your final date and time).

15. CALL TO ACTION

Here's where you'll tell them exactly what to do at this moment.

So go to "www.myawesomeoffer.com" right now and click "Let's skip the small talk" to join now. I'll also ask my team to put that link in the chat right now.

16. Q&A / OVERCOME COMMON OBJECTIONS

After your pitch, you can answer commonly asked questions about your program, but most importantly addressing the main objections people have before they join. Basically you're answering and reframing the objections that people have to joining a program.

I usually prepare 3 questions ahead of time and treat them like FAQs, but you can also field questions if you'd like. I don't always recommend this, so use your judgment. What you DON'T want is to answer questions that you'd be answering in the course, and you don't want to break the tension you just created for your offer.

All questions should solely be focused on the offer itself. If they ask something else, you can smile and say "I go over that in the program." 😊

I wanted to take the time to address a few questions that inevitably come up for people when they are considering joining the program. Let me go through a few of those here...

17. FINAL CALL TO ACTION

End the presentation on your Offer Slide once again.