

Conscious Client Attraction

TRANSFORM YOUR SINGLE SESSIONS INTO ONGOING DEEP-DIVE CLIENTS



Module 2

Creating Irresistible Offers ~ *Your Client Ascension Ladder*

Your offers are what people pay you for. They are the programs, classes, retreats, courses and private coaching packages that you sell. You want to create several levels of access to yourself especially while you are gathering a client base.

When creating your programs and marketing you may realize that the people you would LOVE to work with may be at different stages of their growth; or they may be in different places in their lives and finances. Or different genders. Basically one program may not fit all sizes. Another reason to have more than one entry point into your work is to create really accessible content that anyone could try and get a feeling for you and the work you do, before buying larger, more exclusive coaching packages from you.

Before you get on the phone or engage potential clients it is a *really* good idea to have your offers mapped out. This may seem kinda obvious but I can't tell you how many times I've had conversations with prospects and was simultaneously doing calculations of time, energy and money in my head. Stressful! That also can land as not having your stuff quite together.

A really good offer structure has no more than 3 paid tiers. 3 tiers is easy to create and keeps it simple when assessing where to plug people into your ascension ladder. It is too confusing for clients if there are too many options. 2 paid tiers and a free tier works really well too. Free tiers consist of blogs, FB groups, Lives and downloadable content, PDF's, guided meditations etc. They are not so much offers as they are engagement strategies to keep interest until someone is ready to pay for one of your offers. They do take time though, and should be included as a support for someone who isn't ready to sign up. Yet. :)

The following lessons in this module will support you to create impactful, powerful offers and programs that map out your clients journey that can maximize their results and create ease in enrolling people into your services!