

Origin Offer *Blueprint*

Your Origin Offer is the core or foundational teachings that you share all the time. They are the core pieces of your own journey, usually, and the heartbeat of your message. The Origin Offer Blueprint puts your core, transformational teachings into steps and an easy to follow program or course. Putting your Origin Offer into a blueprint or map helps you dial in on the essence of your work and makes it really easy to convey what your programs are about.

Your blueprint helps you map out the exact steps that your clients will take to get the results they desire. It becomes your “signature system”

Creating a template for your programs helps you get super clear, seriously organized and create really focused copy for your marketing.

You can shift the focus of your outcome or “pivot” your offers to meet the emerging needs of your clients. You just make a new blueprint to do so.

Take the knowledge that you have and are excited to share with your Destiny Client and plug it into the blueprint in this module.

I make a blueprint for every course I teach. You can have one of these for each of the evolutionary steps on your clients timeline. It is an invaluable organizing tool where you can also perfect your copy. You may notice when you read mine below, that ALL of my marketing posts and conversations come directly from the steps I created in my blueprint.

On the next page is the very blueprint I created for this class:

Standing in the Fire

| Step These are the steps in your program | Problem These are their problems | Solution These are the results they get | Benefits These are what life feels and looks like to have the results | Tools This is the tool that gets them there |
|--|---|--|---|---|
| Talk Your Walk | It takes hours to explain what you do (and still the prospect is confused) | Say what you do with crystal clarity so that anyone can understand in less than a minute. | You have increased clarity and confidence. Your words attract and magnetize your Destiny Clients to you. | Destiny Client Directive |
| Create Irresistible Offers | You are a Spiritual Badass but you're working your ass off and your paychecks do not reflect your time and energy output. | Book higher value, deeper dives with clients you love and pay you what you're worth. | You feel abundantly supported by your work. The time, money and energy you spent to be the badass you are is coming back to you ten-fold. | Divine Aligned Offer Creation |
| Resonate Your Truth~ Never Sound Sales-y | You need to sell yourself but do not want to sound salesy. You don't want to feel manipulative when selling yourself. | Have only truly heart centered conversations with your prospective clients and enroll them into your deepest level of service. | You never have forced conversations that feel pushy or awkward. You never feel bad, slimy or fraudulent after selling your stuff. | Enticing Invitations Guide |
| Make Money | Money conversations make you cringe. | Heal the divide between the Spiritual and Material. Heal the money story and the triggers that go along with it. | Money conversations are easy. Never be run by stories about money again. | Money Medicine~ Un-Distort your View of Money |
| Change the Game | The business side of things feels like a game you have to play. You feel you have to become someone you are not in order to offer your gifts. | Be yourself while you change the world with your work. Create win-wins and nothing less. | Your business reflects your Soul. | Game Changing Paradigm Shift |