

Day 18 - Refine & Revisit Your Offer

I know it's a scary day. But today we want to revisit how you communicate what you offer.

That doesn't mean overhauling your whole biz - it's simply about refining your language so that the right people can recognise themselves in your words and feel confident saying "yes."

Take a look at one of your offers. Is it clear who you help and how? Could you name a specific outcome, feeling, or result? Sometimes, a small tweak makes all the difference.

Today's action step?

Make one small change to how you present or describe one of your offers. Not an overhaul of your whole suite, not a rewrite of your services page - just one update.

- Update the name of a service to reflect your ideal client
- Tweak one service listed on your services page
- Rewrite the paragraph of your appointment description in your booking system
- Practice saying it more clearly aloud

And if you really want to stretch it, share that one update with your audience or ideal client.

Still stuck? Jump in the [Whatsapp group](#). You can tell us, and we can cheer you on + share the confidence to have the conversation elsewhere!



SAMANTHA GEMMELL



Let's talk about your offers

What feels strong and clear about your current offer(s)?

What feedback have you had (or what do you feel is confusing)?

Do your offers match your ideal clients, or could they use a tweak?