

# EASY OFFER TEMPLATE

Don't even know where to start when it comes to putting your services out there? This template is for you!

Please note this is for organic posting, not paid ads! This formula is designed for use in organic posting on social media pages and Facebook groups.

## Call-out to your ideal client

This can be stand-alone e.g. 'attention exhausted mums!' or combined with the next step.

This is to call out your specific audience, so their attention is caught.

## 1-2 questions

e.g. Are you tired all the time? Do you want the energy to smash through your chores and still do the things you love?

Ask something that your ideal client says 'yes' to. Ideally, have at least one question that has a 'positive' feel for it, not just negative pain points.

## What is on offer

e.g. I've designed a program just for mums that...

This is to make it clear what you're offering. Keep it short and snappy.

## What do they get out of it?

e.g. you'll be armed with the tools to boost your energy levels naturally and reduce the things that drain your vitality.

Try to use keyphrases that your ideal client is likely to use about their goals and the feelings they want to experience, so they feel connected and inspired to act.

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## Offer details

e.g.

Length/dates: 1hr/ X date-Y date

Delivery: Online/in person

Price: \$X AUD

This is about sharing the essential details that everyone needs to know.  
Offer only available in-person? Say that. Same with if it's run on specific dates and times.  
Make sure you include your currency if you work online.

## Call to action

e.g. **To claim your spot, head to <link>.**

Keep this simple. The fewer steps a client has to take to book in, the better. Ideally, choose an option that doesn't require you to respond - a booking page or payment link is preferable.

## Image

Keep your image eye-catching but simple. Avoid images with a lot of writing on it - it's best to stick to one question or 5-6 words. After all, how many of us stop to read a word-dense image on social media?

If you're not certain what to use, try a stock image relevant to your offer. For example, if you're offering a detox, a stock image of a smoothie or a healthy dish might suit.