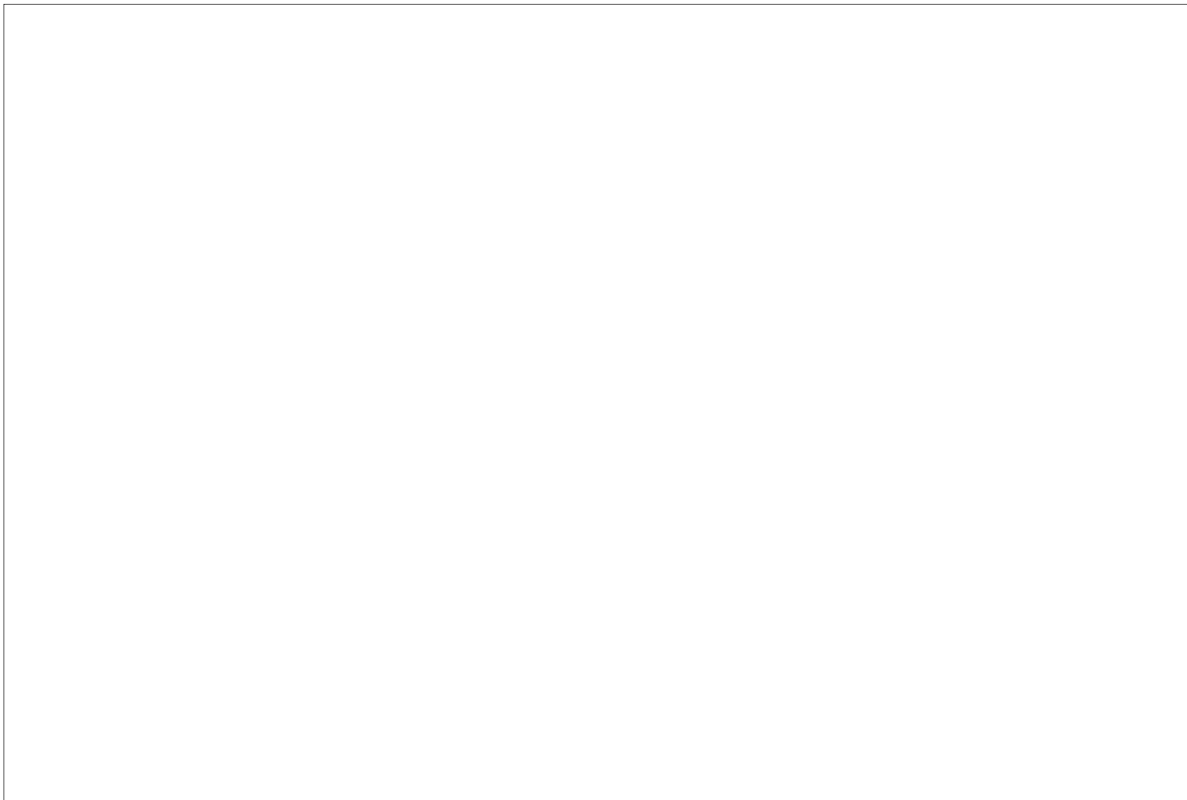


12 WAYS TO PRESENT YOUR PREMIUM OFFER TO POTENTIAL CLIENTS

Share why the work you do is essential

This will give your audience a clear vision and deeper meaning behind what you do and clear about any confusion about what you do

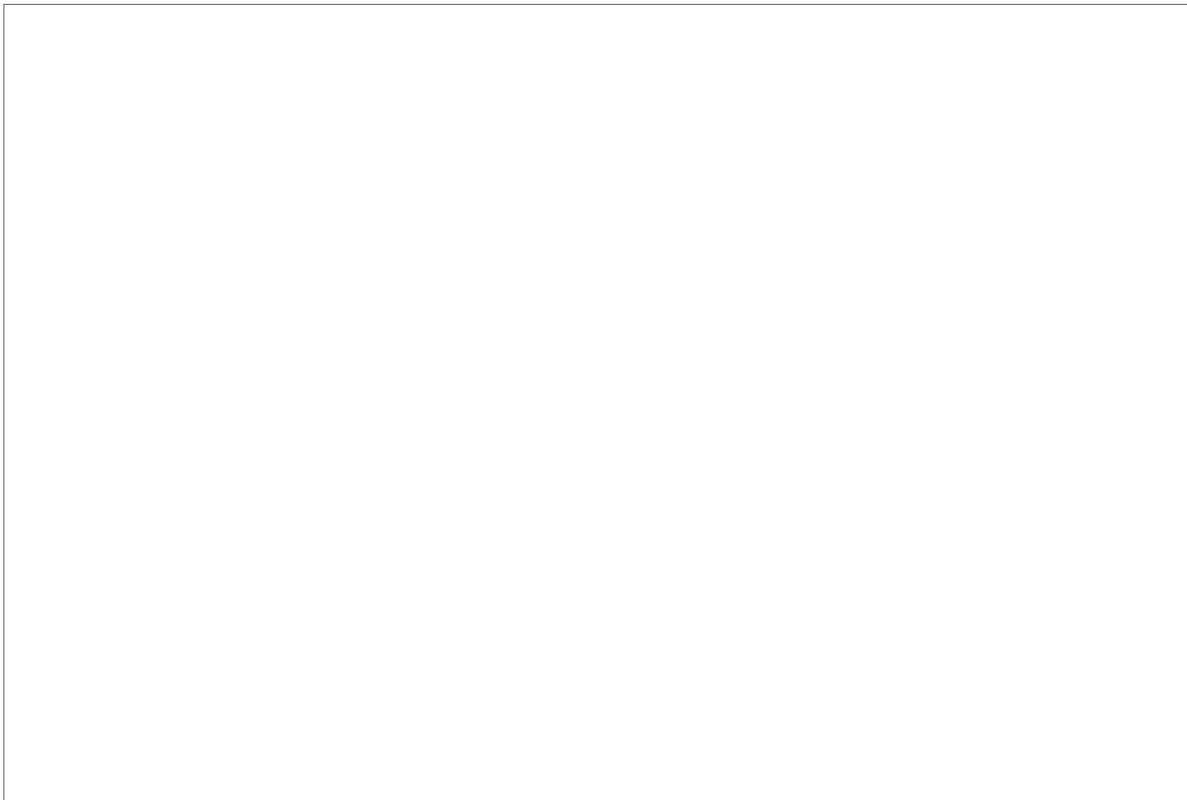
IDEAS:

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Share your values and how your work connects
to your values -

This anchors your work to your beliefs

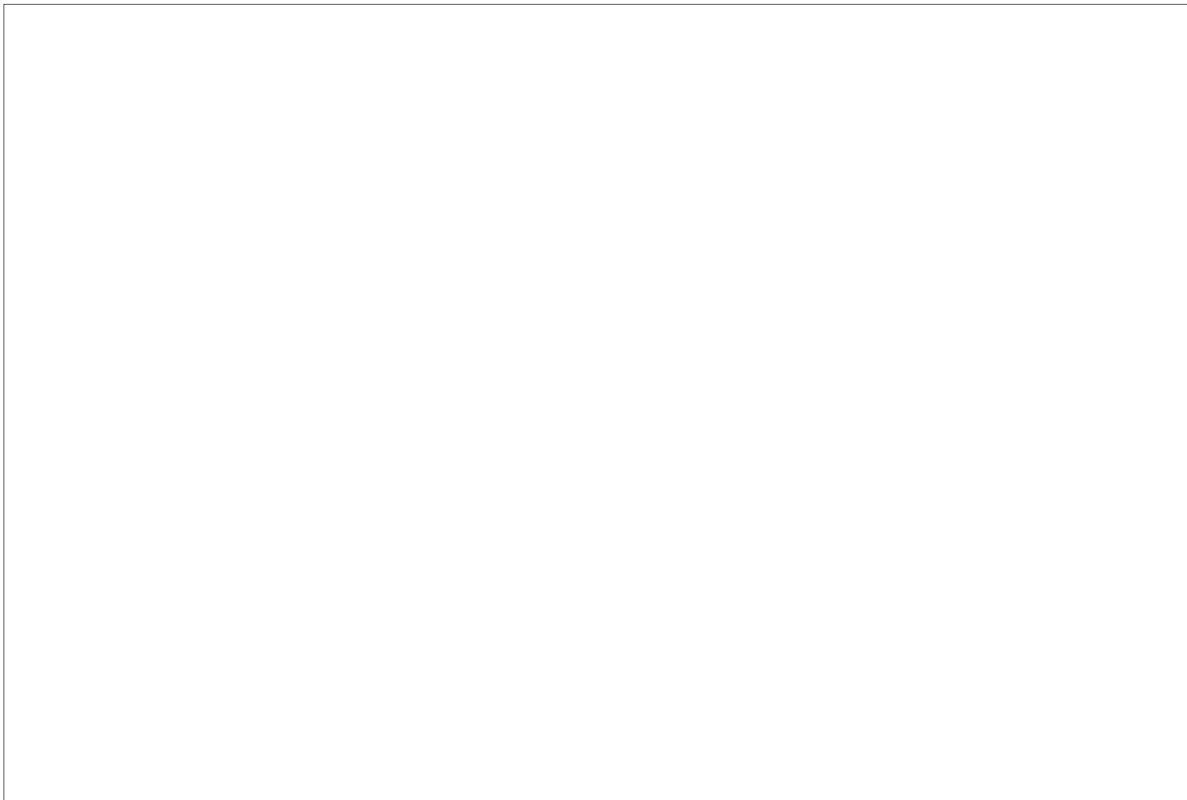
IDEAS:

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Share your values and how your work
specifically changed your own life

This invites people into your personal story and
helps create community

IDEAS:

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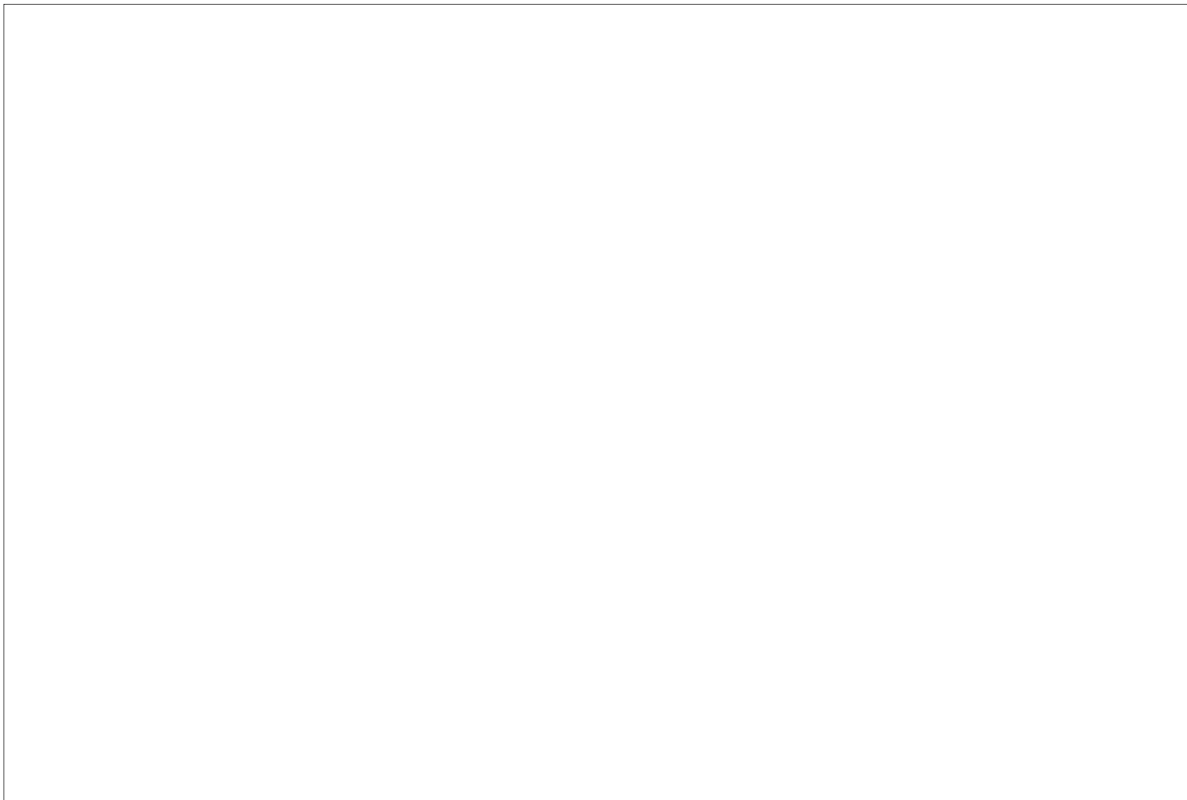
Share a controversial opinion or perspective

This highlights your uniqueness as an expert

and your willingness to stand for what you

believe

IDEAS:

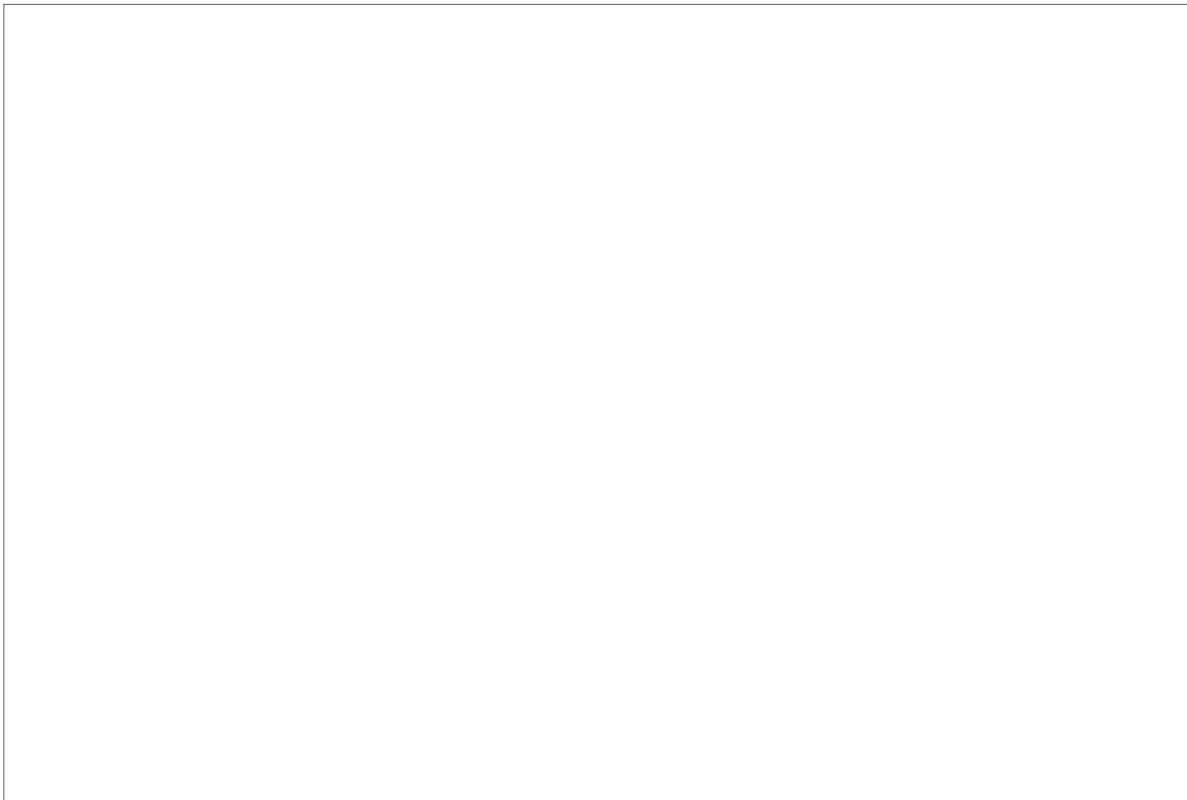
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Explain why making an impact matters to you

This allows you to share about your brand

story / mission

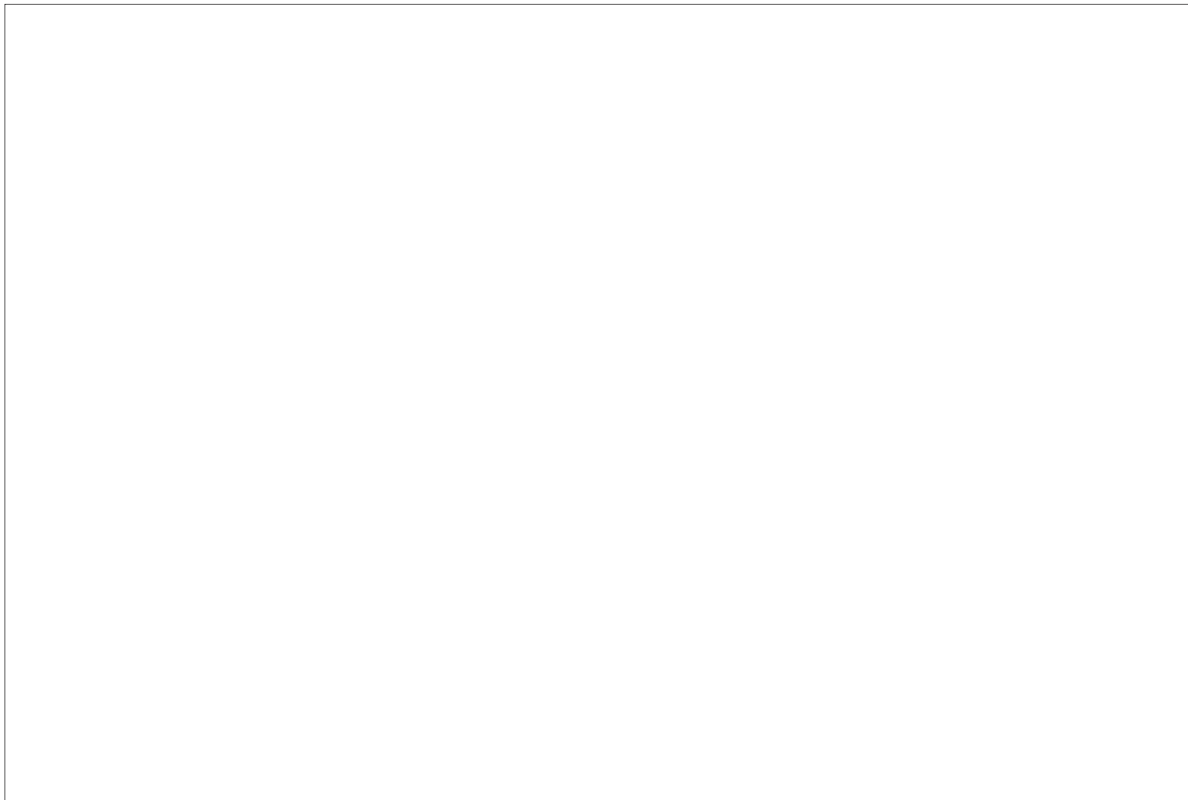
IDEAS:

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Tell your audience what problem you're solving

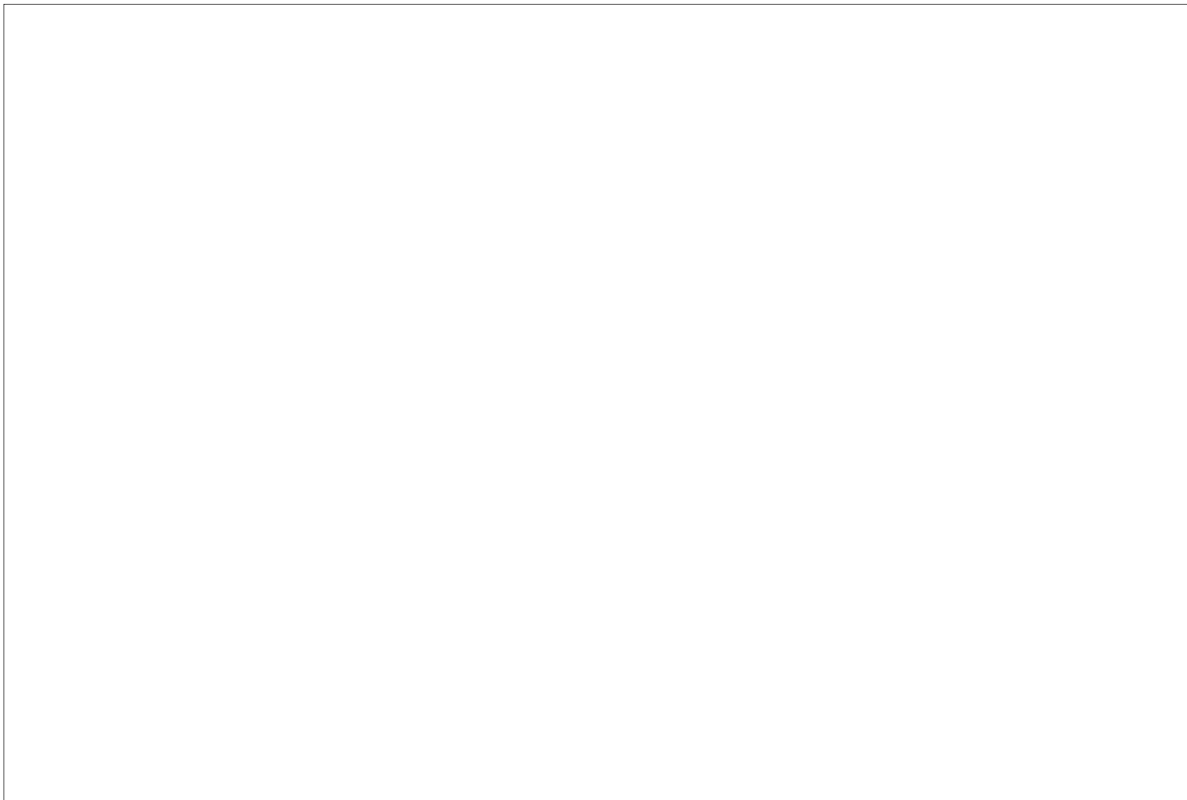
This helps position your expertise as a solution

IDEAS:

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Tell your audience why you created your course
or program and let them know who it's designed
to serve

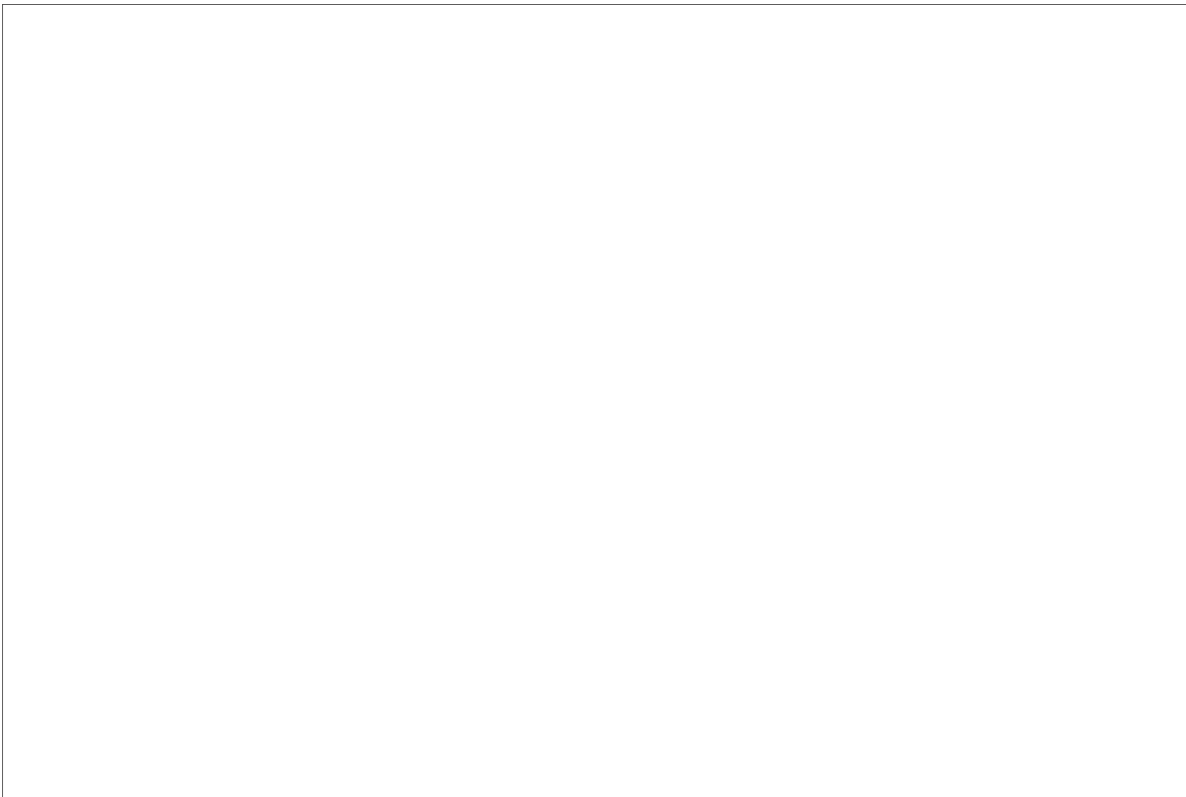
IDEAS:

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Share a client testimonial

Be creative in how you share and use it as an opportunity to highlight what your client journey looks like. This will help new clients begin to visualize what like could look like for them if they work with you

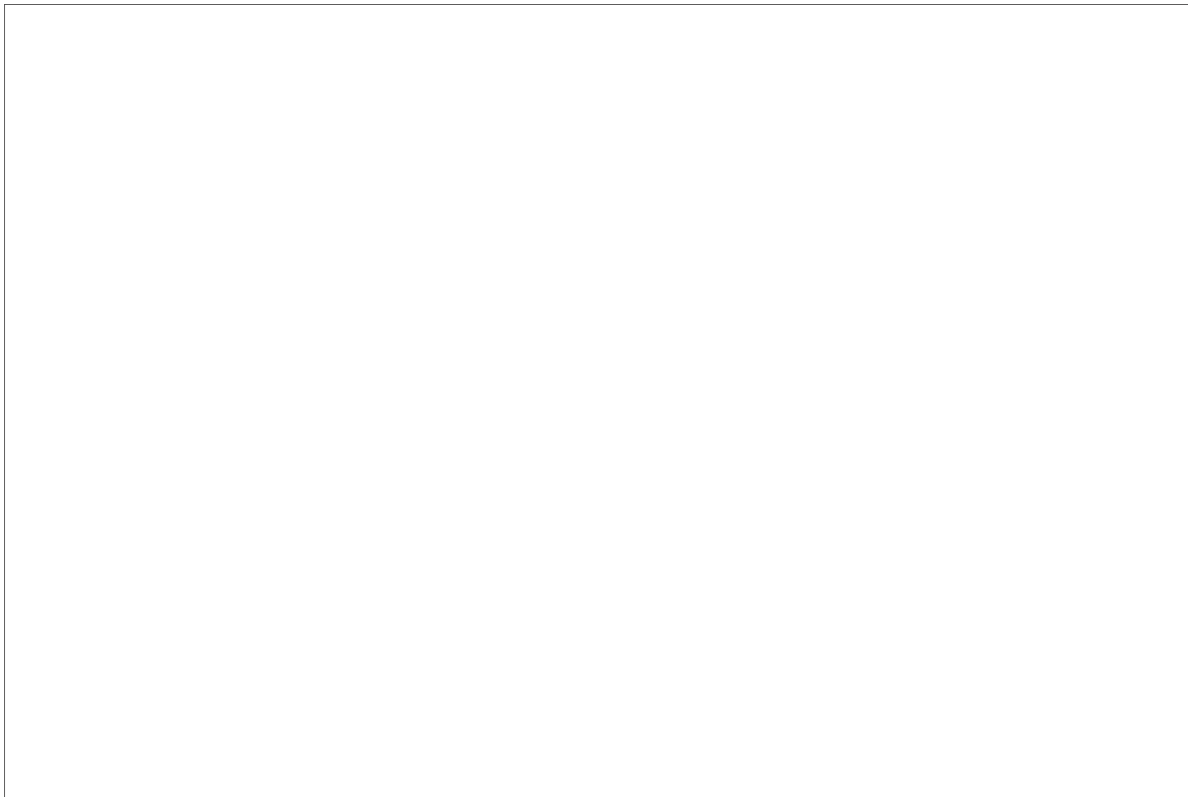
IDEAS:

A large, empty rectangular box with a thin black border, intended for the user to write down ideas for sharing a client testimonial.

Give a sneak peek into your program

Share why you're excited to get them a
transformation

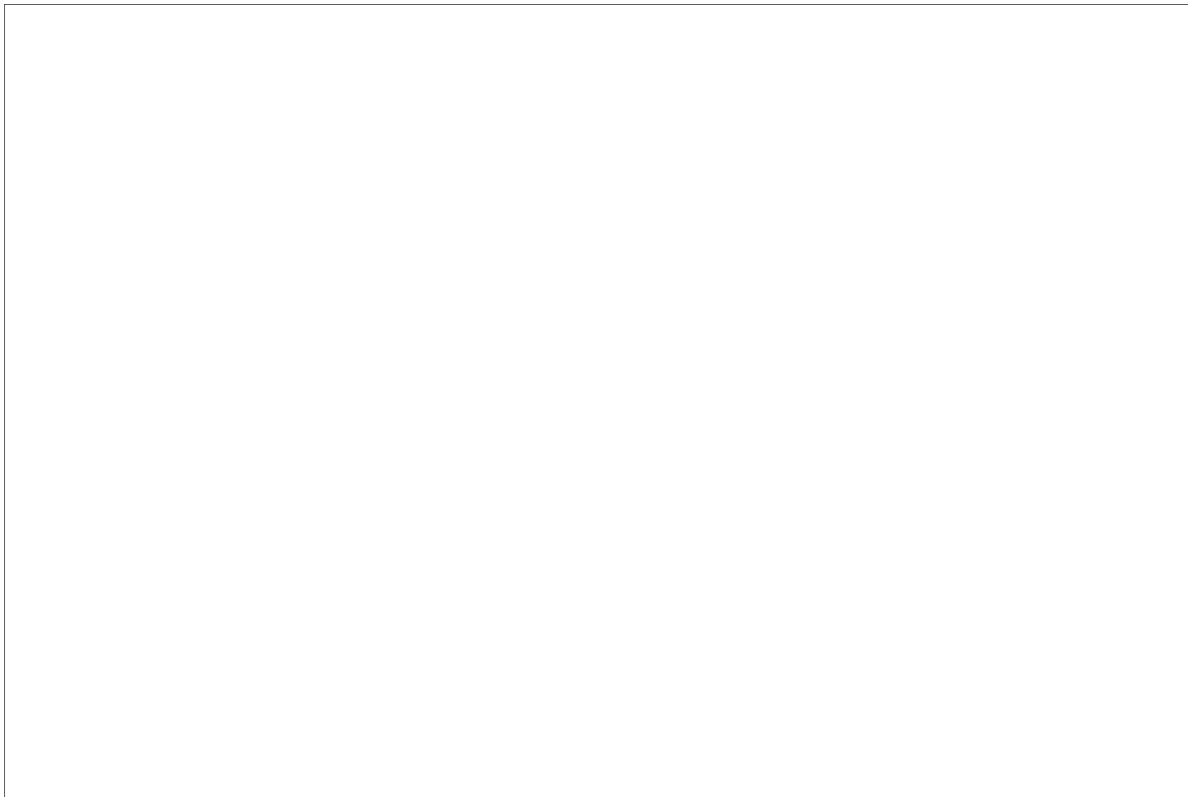
IDEAS:

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Create a Poll

This is a great way to allow your audience to self-identify as potential clients

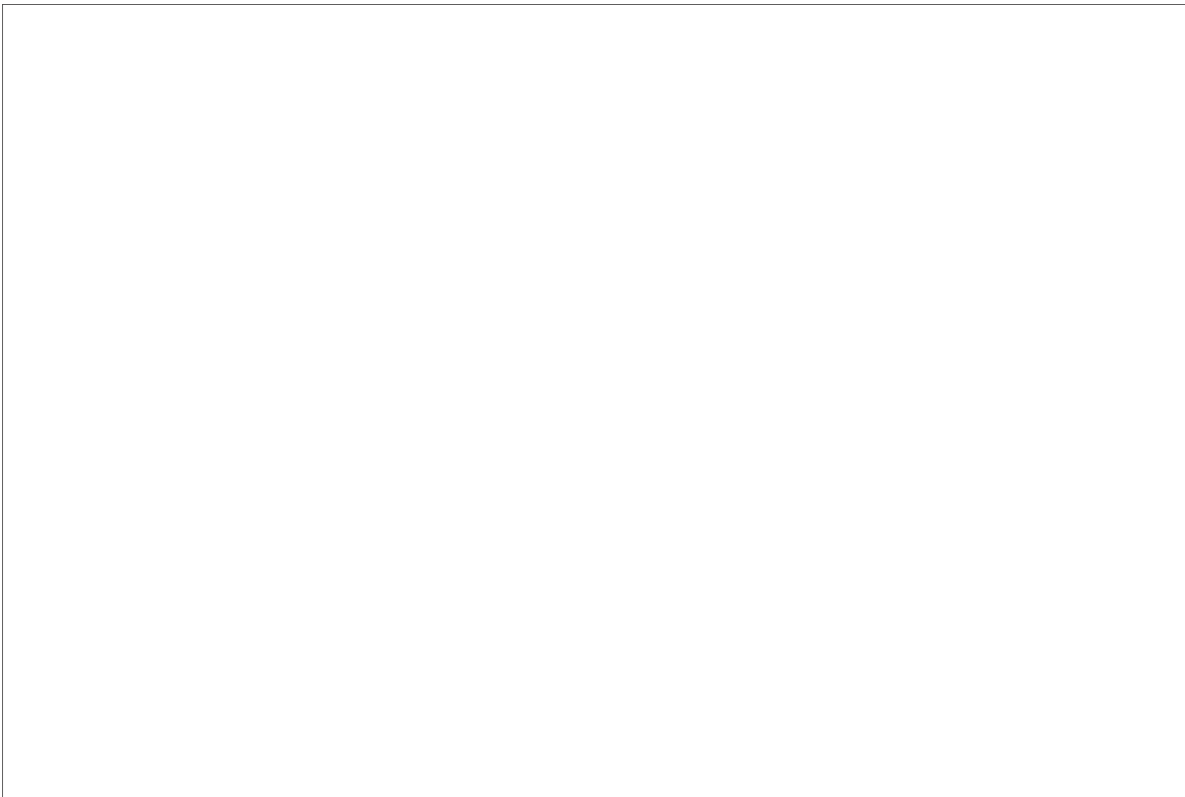
IDEAS:

A large, empty rectangular box with a thin black border, intended for writing ideas related to creating a poll.

Make a 'day in the life' video

Highlight that this is the 'after' result of doing the work that you want to support them in doing

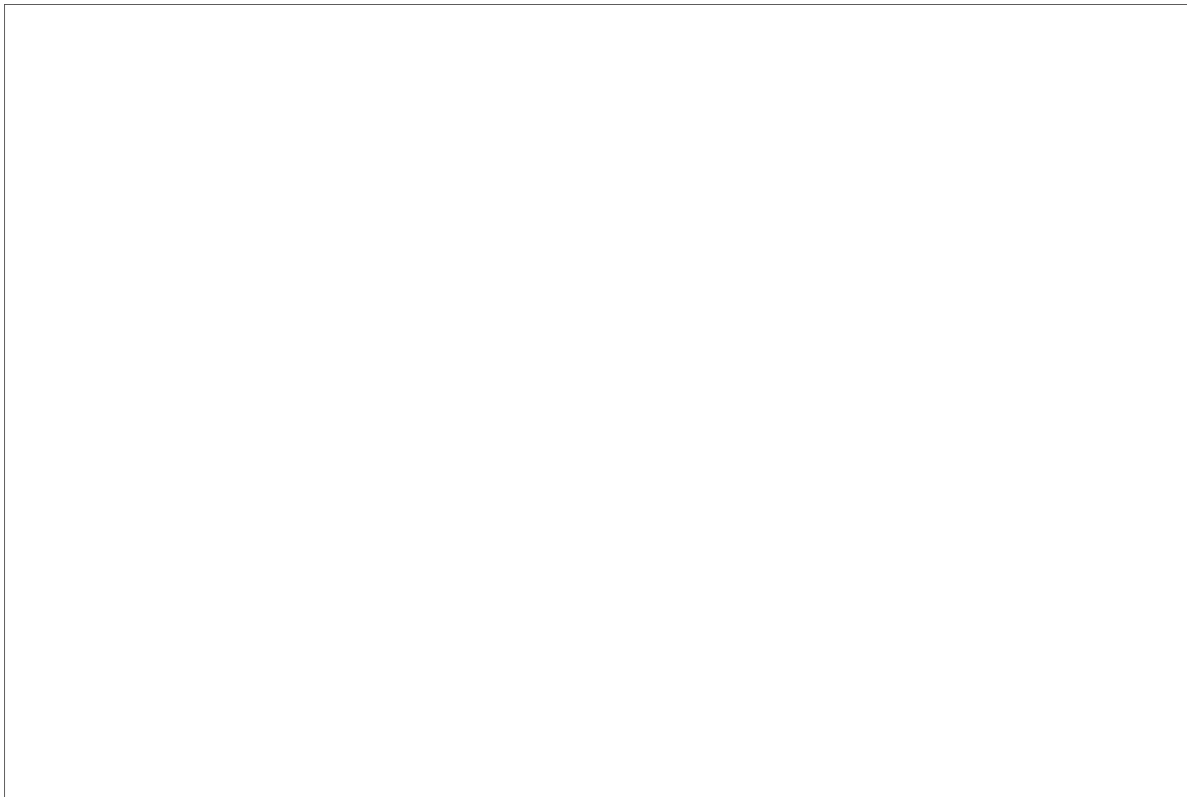
IDEAS:

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Share a common misconception/mistake

Explain how you can help them move past their
mistakes

IDEAS:

A large, empty rectangular box with a thin black border, intended for the user to write their ideas for addressing common misconceptions or mistakes.