

# YOUR IRRESISTIBLE OFFER WORKSHEET

Before you can craft your offer, you have to have clarity on these 5 pieces.

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| <p>1. <b>Niche:</b> Who is this offer specifically for? How can you describe your ideal client?</p> <p><i>NOTE: if you need help with this, navigate over to the market research course where we'll help you with your ideal client persona.)</i></p> | <p>NOTE: Do not move any further until you have complete clarity on your niche.</p> |
| <p>2. What is the urgent <b>problem</b> that keeps them up at night, and what is their <b>desired solution</b>?</p>   |   |
| <p>3. What is your <b>promise</b>?</p> <p>"If you suffer from this <b>problem</b>, I'm going to help you get <b>X solution</b>, so that you have <i>benefit 1, benefit 2 and benefit 3</i>? That's your promise.</p>                                  |   |
| <p>4. What is your <b>Core Premise</b>, otherwise known as a Domino Belief?</p> <p>What does your audience need to believe so that they are enrolled in the idea that they need your program?</p>   |   |
| <p>5. <b>The Package: Price</b> your program, and decide on your <b>features, benefits &amp; bonuses</b>.</p>   |   |