



Monetize Your Advice

Workshop - Day 1

Ed Gandia & Austin L. Church



Foundation Session Recap

Writing is low leverage and non-hackable. No matter how good you get, good writing takes time. Your available time inventory caps your earning potential.

Your highest-value work product often involves other aptitudes, including thinking and who you are as a person.

Selling strategy moves you from a red ocean to a blue ocean. Clients really need strategy and will pay a premium for it.

Selling strategy transformed my business.

You may need a paradigm shift: selling expertise, perspective, and insights, not just time, skills, and effort.

It's time to reframe the value you create. You offer more than words and always have.

Start with the goal of selling one 90-min session. Your confidence will grow through doing.

9 Flavors of Strategy You Can Sell

Paid Discovery / Project Roadmapping

Content and/or Copy Strategy

Ideation / Brainstorming

Brand / Positioning / Messaging

Web / Conversion / Funnel

Launch / Go-to-Market

Marketing / Growth

Product Strategy

Social Media / Thought Leadership

Business (incl. diagnosis, problem solving,
prioritization, goal setting, planning)

What do clients get when they buy “advice”?

Thoughts, Defined & Organized

Faster Decision-Making

Outside Perspective

Real, Felt Traction

Confidence Boost

Actionable Plan

Space to Think

Clear Direction

Your Expertise

Fresh Ideas

Session 01

What We'll Cover

- Real-Life Examples
- Process

You've gotta ask yourself a question:

What kind of advisory offer do I want to create first?

A decorative graphic at the bottom of the slide. It features a large, wavy, light orange shape in the background. Overlaid on this is a dark teal shape that resembles a stylized pencil or a brush, with a rounded tip on the left and a rounded end on the right, and a central rectangular body.

Take notes.

Jot down any **past instances** when you gave advice or did “strategy” of some kind: brought clarity, diagnosed the root problem, brainstormed ideas with a client, or turned a mess of notes into a plan.

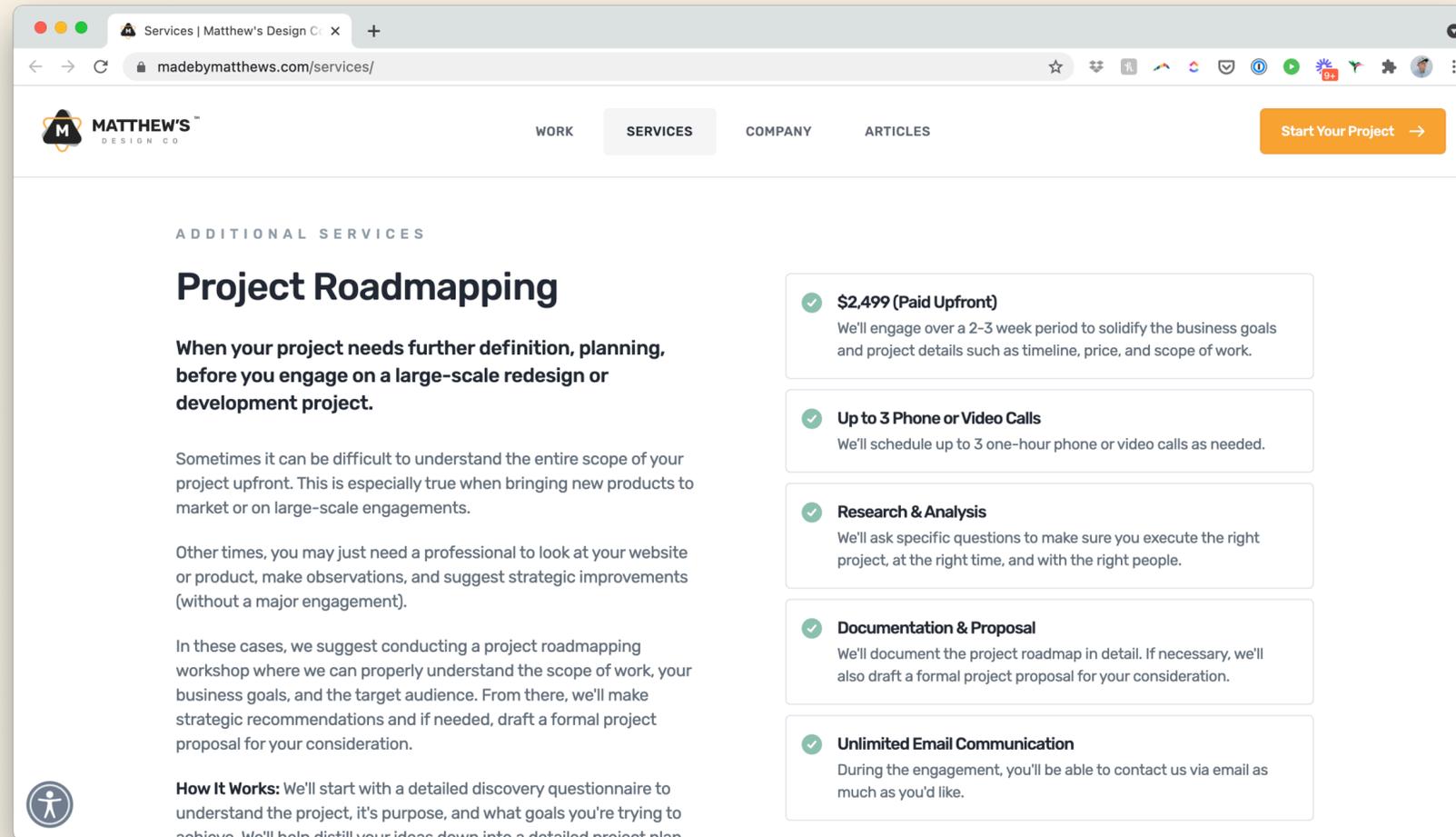
Also, jot down **impressions** from the examples that follow. What stands out? What intrigues or excites you? What makes you say, “Oh yeah! I could...?” What gets your gears turning?

Capture **specific words, phrases, and ideas** that can become pieces of a mosaic you can later complete.

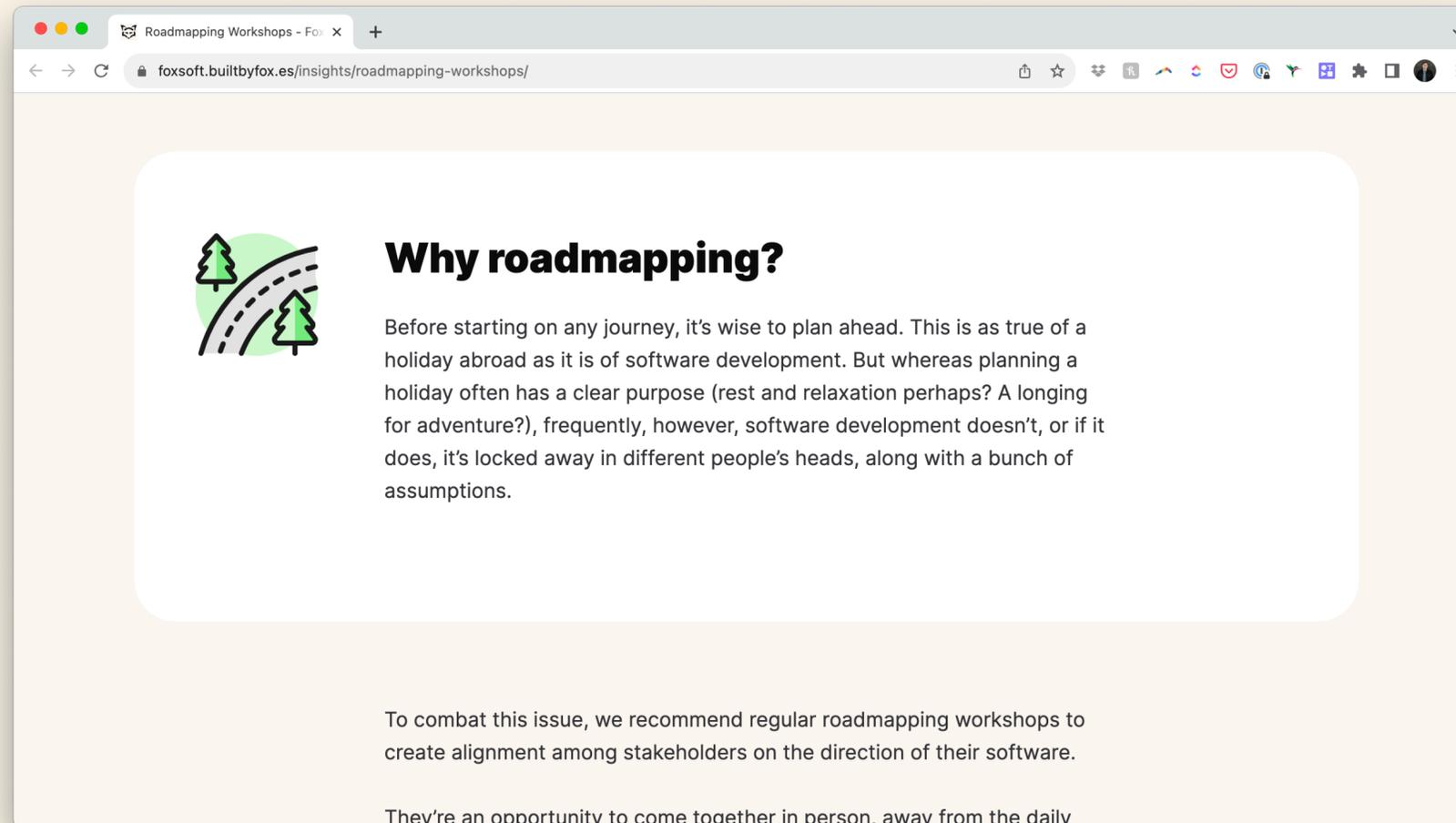
Quality can come later in the edit.

Real-Life Examples

1. Project Roadmapping



Project Roadmapping



Wayfinding Workshop with Balernum

Founders and digital agency owners don't need to be told to take risks, make difficult decisions, or work smart, not hard. That just comes with the territory. Entrepreneurs start a business because we're more motivated by upside and impact than comfort and safety.

However, even go-getters need outside perspective from time to time.

Ambiguity, overanalysis, procrastination, and perfectionism—these are our enemies. They waste precious time. They get in the way of the growth that wants to happen.

Clarity leads to confidence, and my Wayfinding Workshop gives you the chance to get clarity, identify the various paths forward, pick the best one, and define next steps.

We won't attempt to iron out every wrinkle. Instead, we'll focus on the one problem, opportunity, or outcome that will make the workshop worth \$50,000 or \$100,000 to you. We'll ask the right questions then do deep problem-solving:

- What is most important right now?
- What does your business need from you?
- What decisions have you been putting off?

Here is the process:

1. I send you the short discovery questionnaire in advance to help uncover your current needs, bottlenecks, and obvious wins.
2. I customize the workshop's structure based on your questionnaire and how you fill in the blanks in this statement: "It would be awesome if I could [blank] so that I could [blank] without worrying about [blank]."*

*For example, one client wrote this: "It would be awesome if we could empower and enable our operations manager to manage day-to-day ops and our in-progress projects so that I could help build out our sales processes while getting more free time to also work on other projects and spend time with my wife."



Paid Discovery - ETPCS

- Where You Are
- Where You Want to Be
- What You Want to Do
- What You'll Be Preparing For
- Why Wunderbar Is Best For The Project
- How We Can Do This For You
- What Happens Next
- Total Pages: 8

A SOLUTION, MADE JUST FOR YOU.

Wunderbar Roadmapping – November 2016
Caroline King
East Tennessee Personal Care Service

Where You Are

East Tennessee Personal Care Service is a non-medical, in-home caregiving and companionship company located in Knoxville, Tennessee. The company is called East Tennessee Personal Care because personal care is what the families receive.

A case manager goes to their homes and walks the families through a two-page questionnaire: "What does Myrtle really need?" Every single case that comes through our door is touched multiple times by actual people in our office to make sure that the care we give addresses each family's specific needs. We bring that personalized touch to everything we do.

You currently bring in anywhere between 5-10 new clients a month. Your customer base of 200+ families came from acts of service in the community, referrals, and other grassroots efforts like handing out flyers.

These families can be short- or long-term clients based on the diagnosis and associated needs.

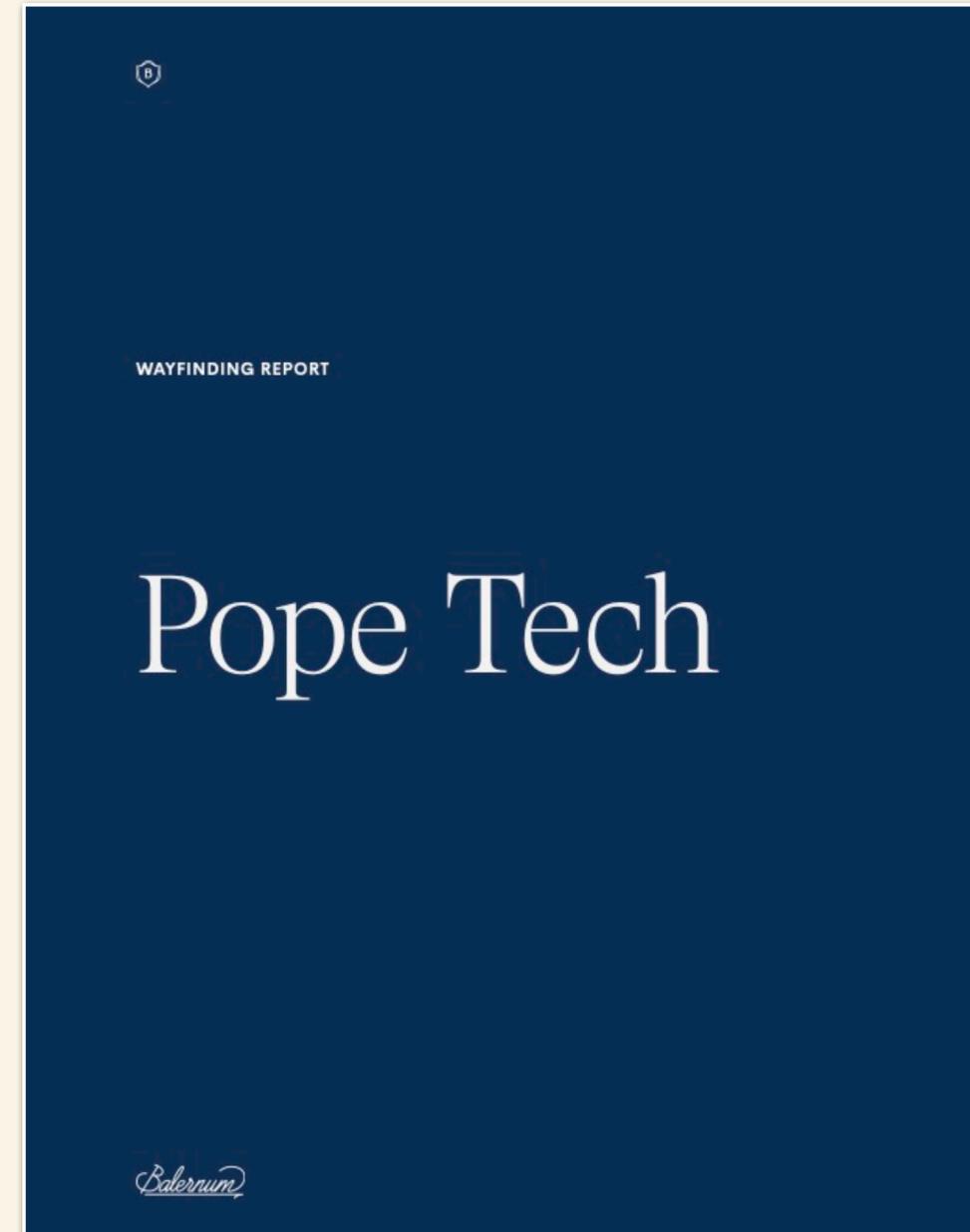
Where You Want To Be

You would love to roll out a strategic digital marketing plan by January 2017 and use digital marketing to double that number to 10-20 new clients each month.

Better Caregivers – But in order to meet this additional demand for care, you must address churn. As your business and your network of caregivers have grown, you have begun to see higher turnover with employees. To increase the longevity of your employees and the quality and qualifications of your applicants would be a major win.

Paid Discovery - Pope Tech

- Overview
- Goals
- Phases I & II
- Action Plan for Phase I
- Challenges
- Opportunities
- Resources
- Total Pages: 8



Step 1

The Roadmap

\$1,975

New websites with ROCSHIP start here. No one enjoys spending time on a website that never launches, so we're going to make doubly sure that your site goes live in a reasonable timeframe and starts generating ROI.

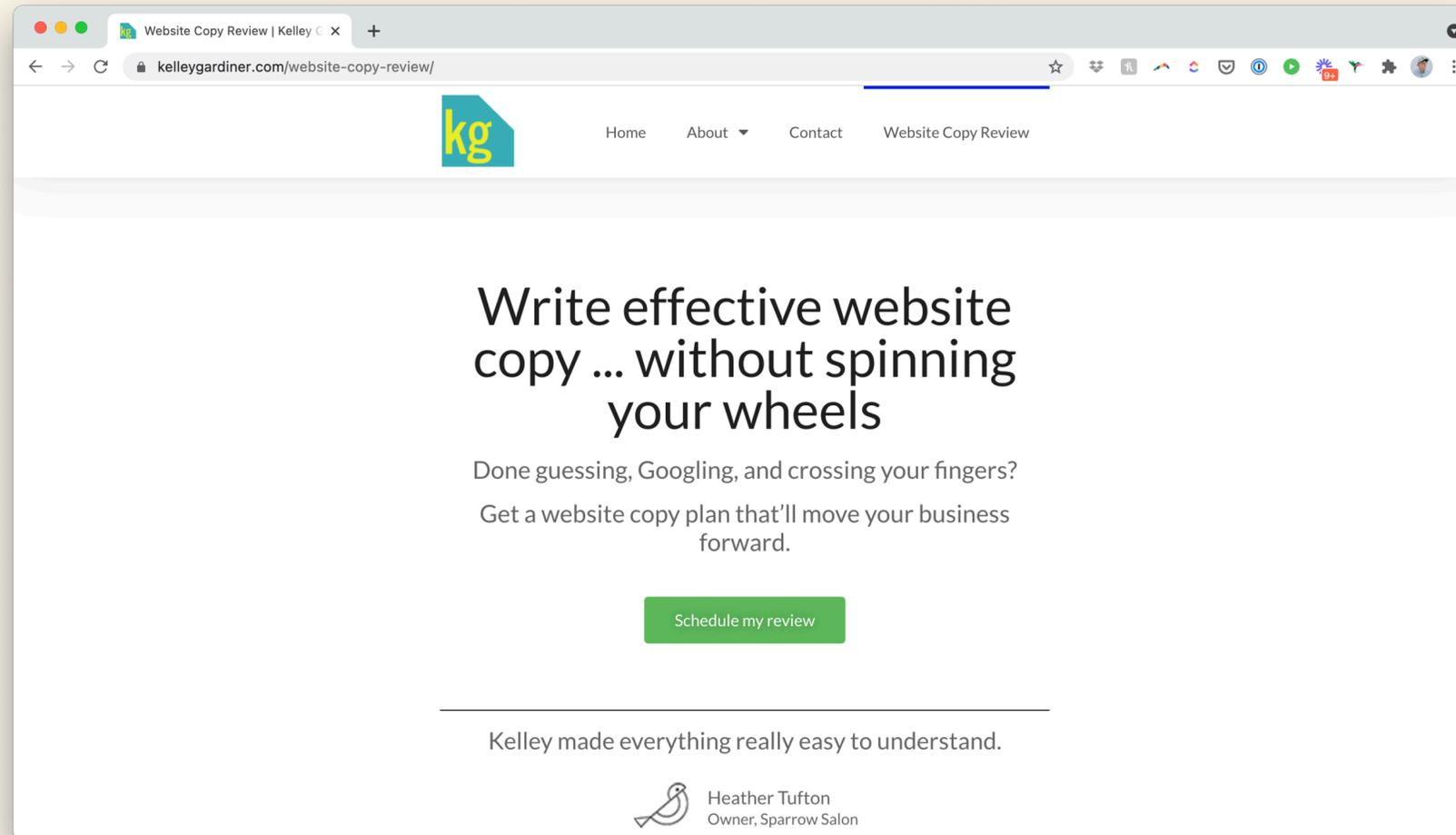
Otherwise, what's the point?

The Roadmap defines our priorities and plan.

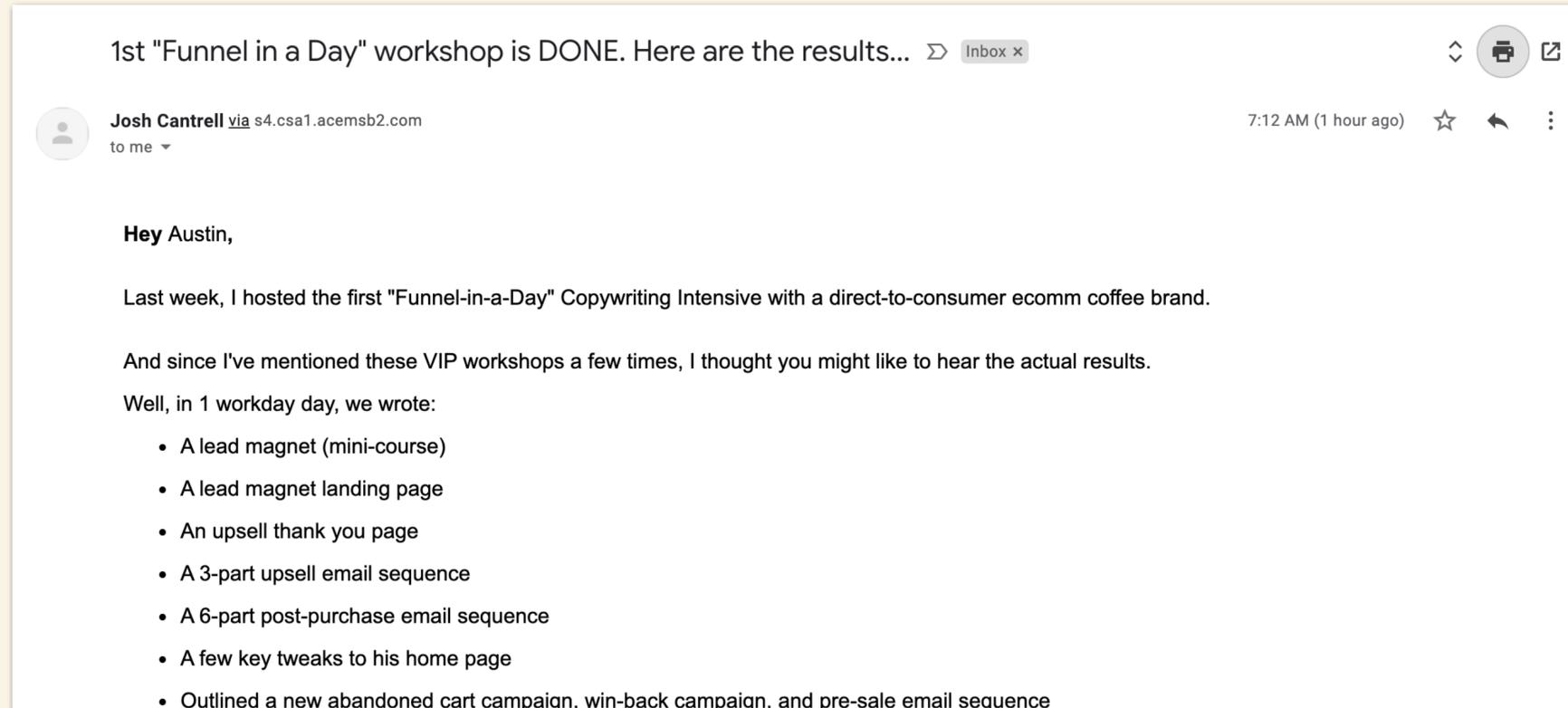
Details	Your Roadmap Includes
✓ 2-week timeline	✓ Future Website Roadmap
✓ 25-Minute Kickoff Call	✓ Traffic Generation Plan
✓ 90-Minute Strategy Intensive	✓ Website Success Plan
✓ 45-Minute Findings Call	✓ Messaging Outline
✓ Roadmap (delivered as PDF)	✓ Conversion Plan
	✓ Design Board

 *After our engagement, if you are more disappointed than a kid who lost his parents in Costco, I offer a **100% money-back guarantee.***

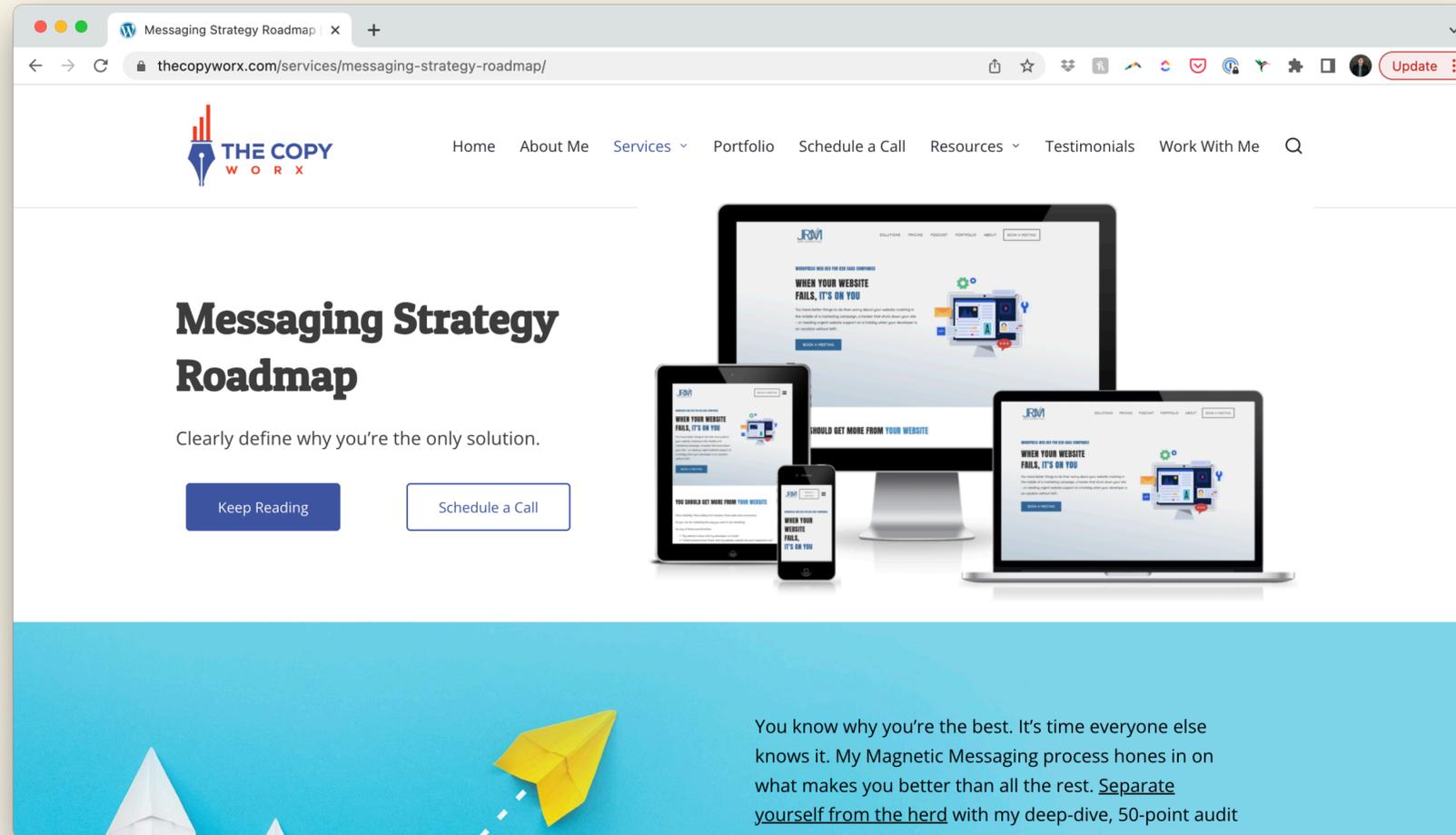
2. Content + Copy Strategy



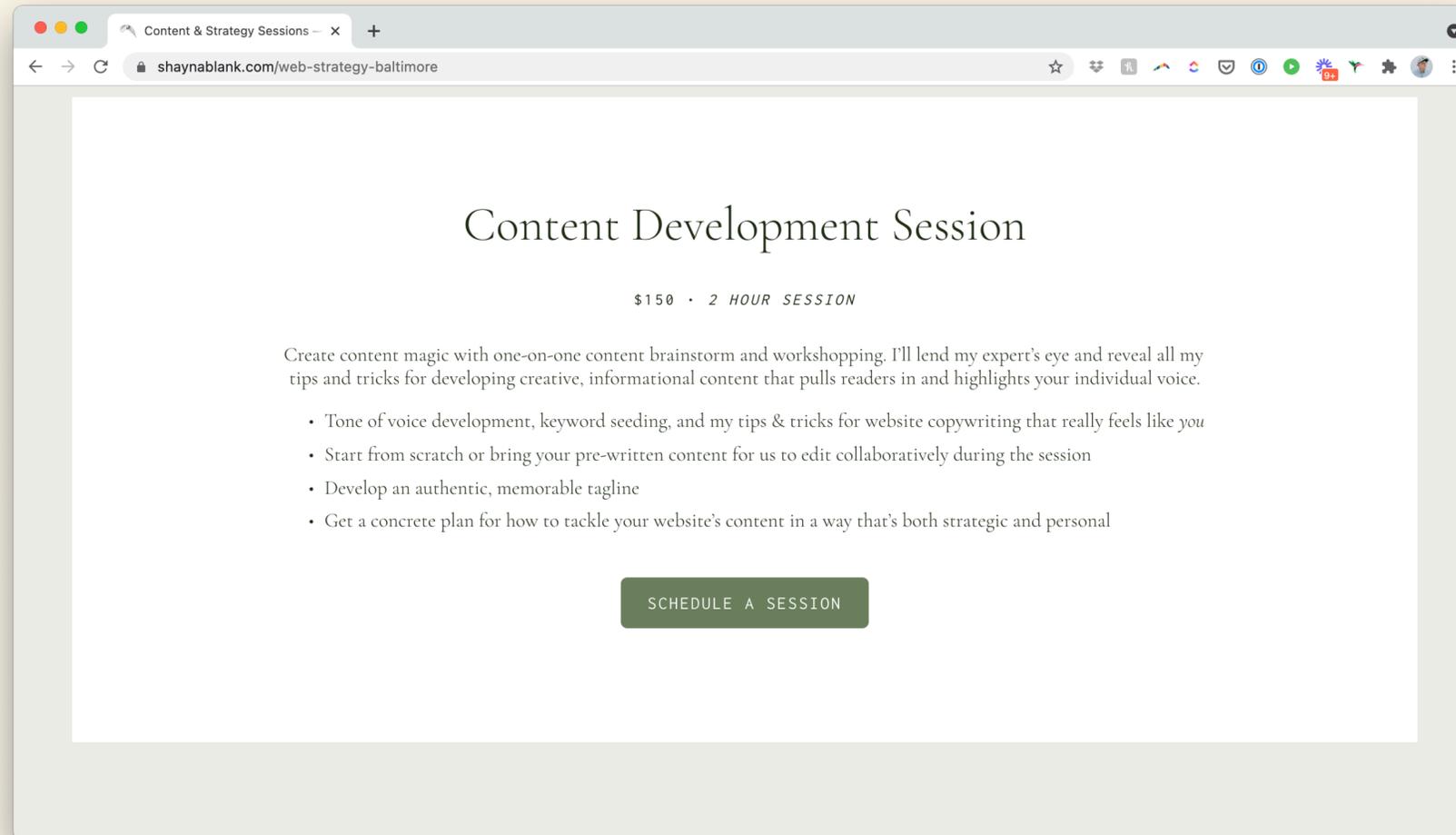
Website Copy Plan



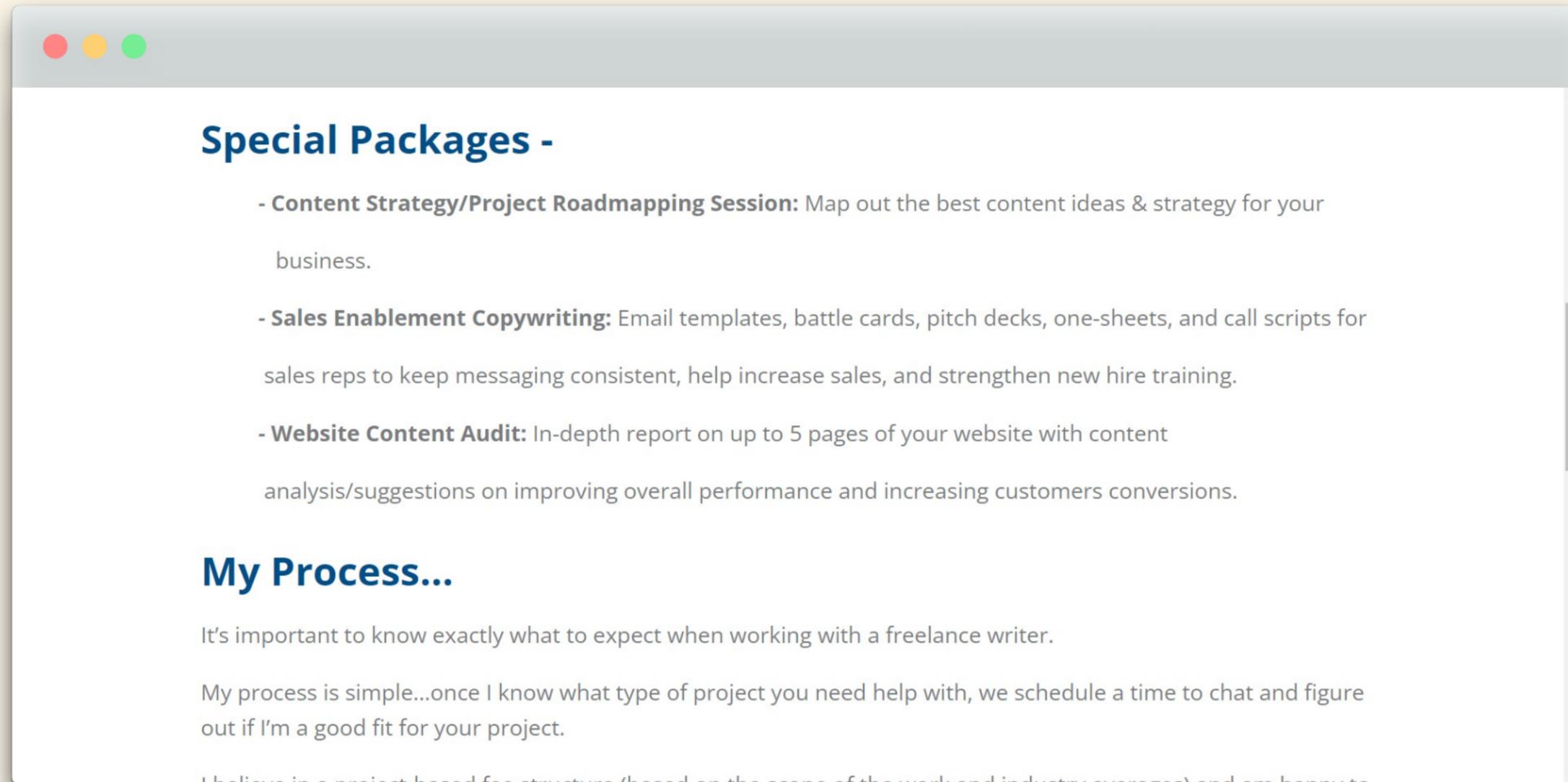
Funnel in a Day

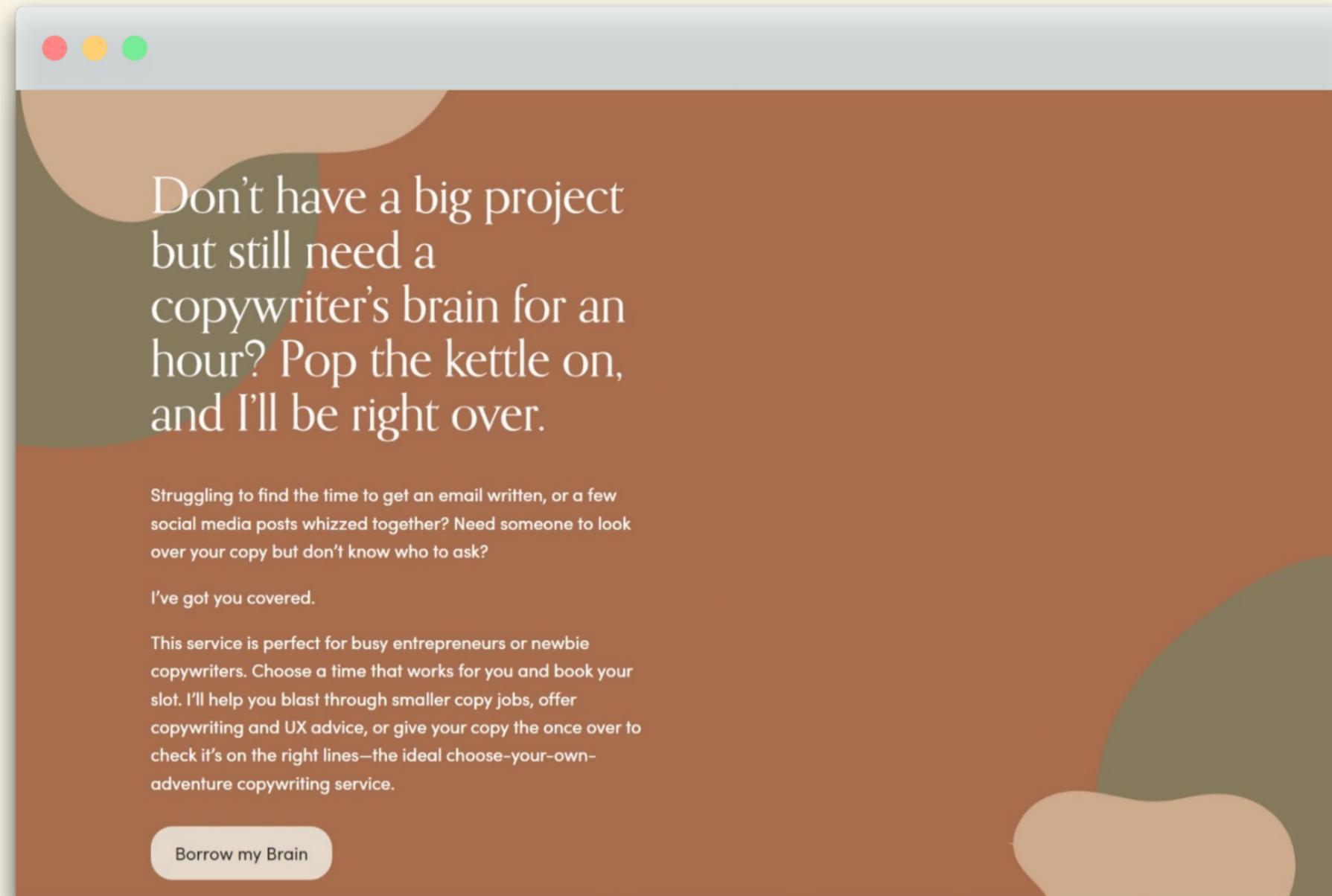


Messaging Strategy Roadmap



Content Brainstorming





Don't have a big project but still need a copywriter's brain for an hour? Pop the kettle on, and I'll be right over.

Struggling to find the time to get an email written, or a few social media posts whizzed together? Need someone to look over your copy but don't know who to ask?

I've got you covered.

This service is perfect for busy entrepreneurs or newbie copywriters. Choose a time that works for you and book your slot. I'll help you blast through smaller copy jobs, offer copywriting and UX advice, or give your copy the once over to check it's on the right lines—the ideal choose-your-own-adventure copywriting service.

[Borrow my Brain](#)

Website Q & A

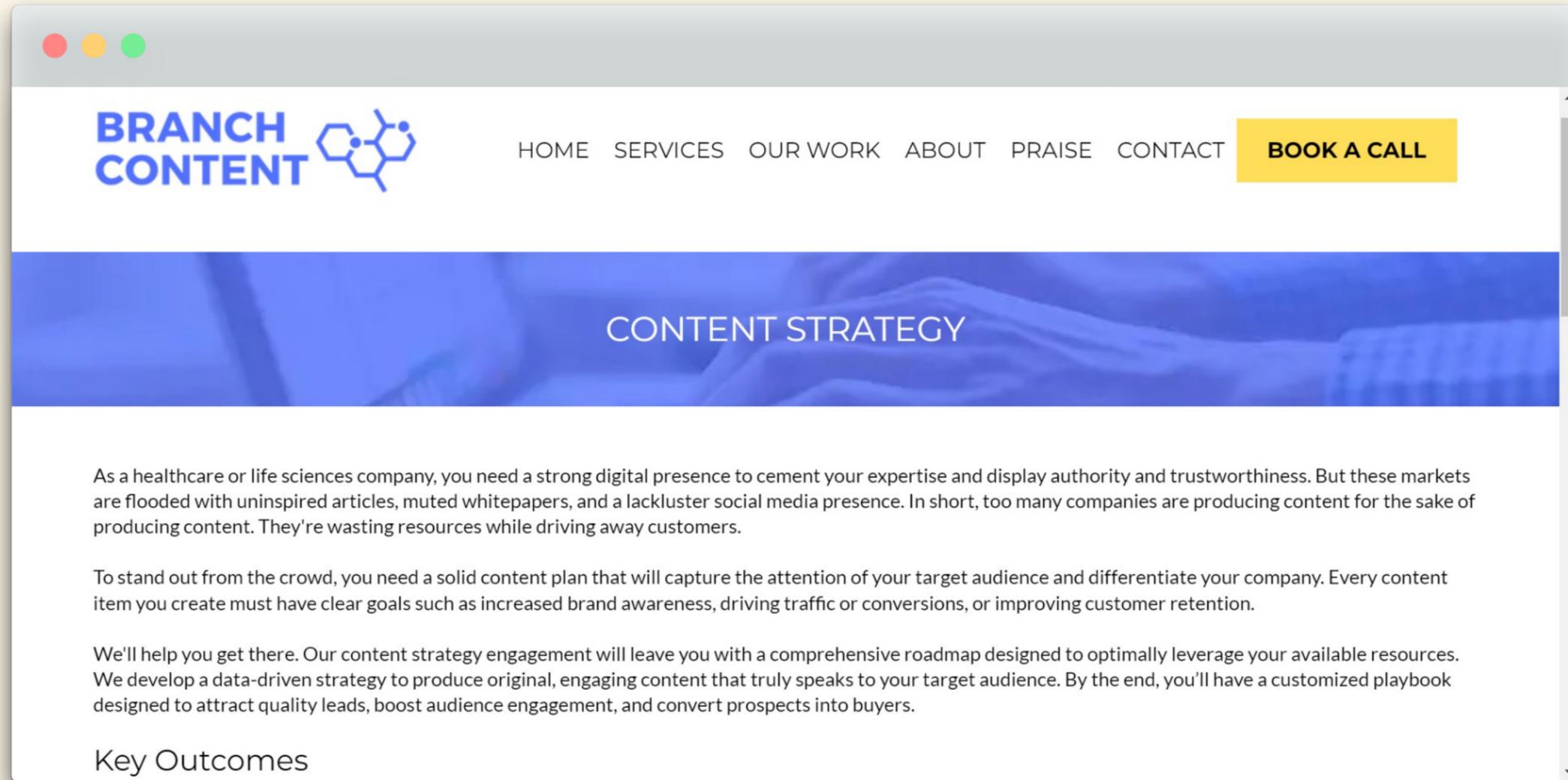
Ask me your top website questions. *See the form below for example questions.*

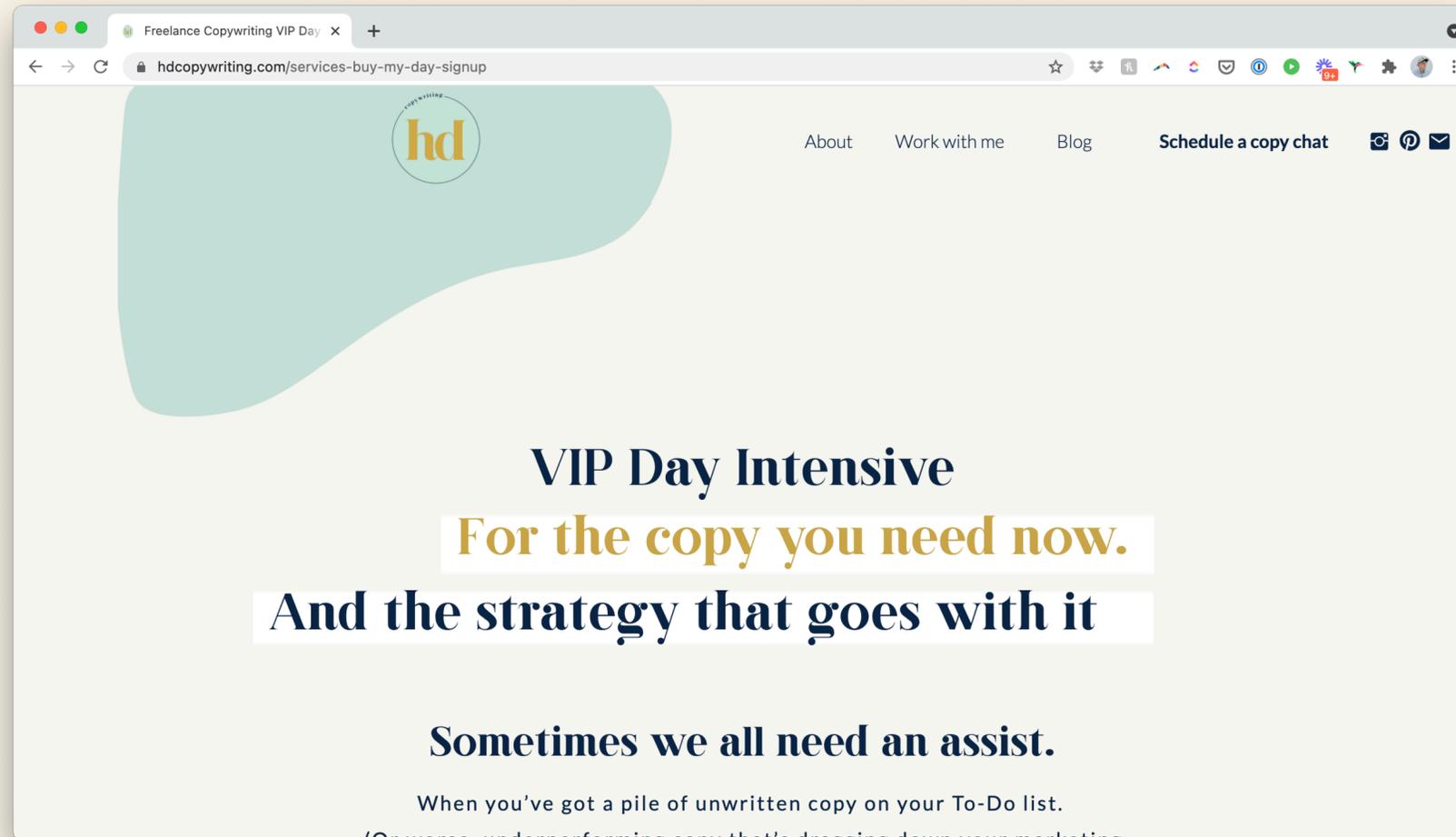
It can be anything specific or broad you want to know about your website, how to use, start, or improve it, etc.

Think SEO, about & sales pages, blog content, product descriptions, etc.

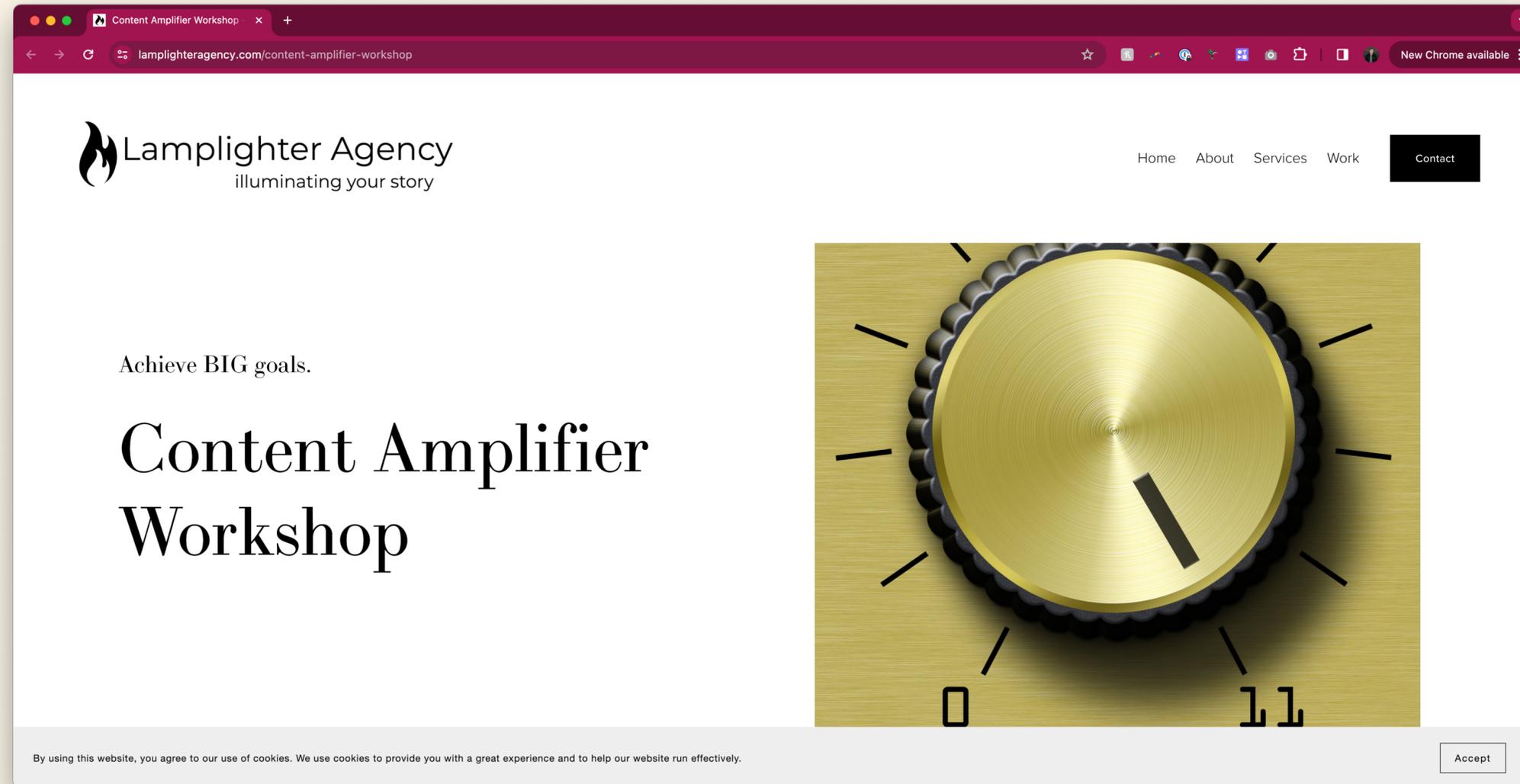
You ask, I'll answer – all in a pretty but simple and easy-to-read PowerPoint. As a bonus, I'll share customizable tips and actionable steps to help you nail your website, increase your organic traffic, and earn more money.

“Polly's in-depth, actionable suggestions to improve my website were invaluable. She digs into your core messaging and services to help you figure out where you need to improve and what you need to change to boost your SEO and better highlight the value you provide to your clients.”

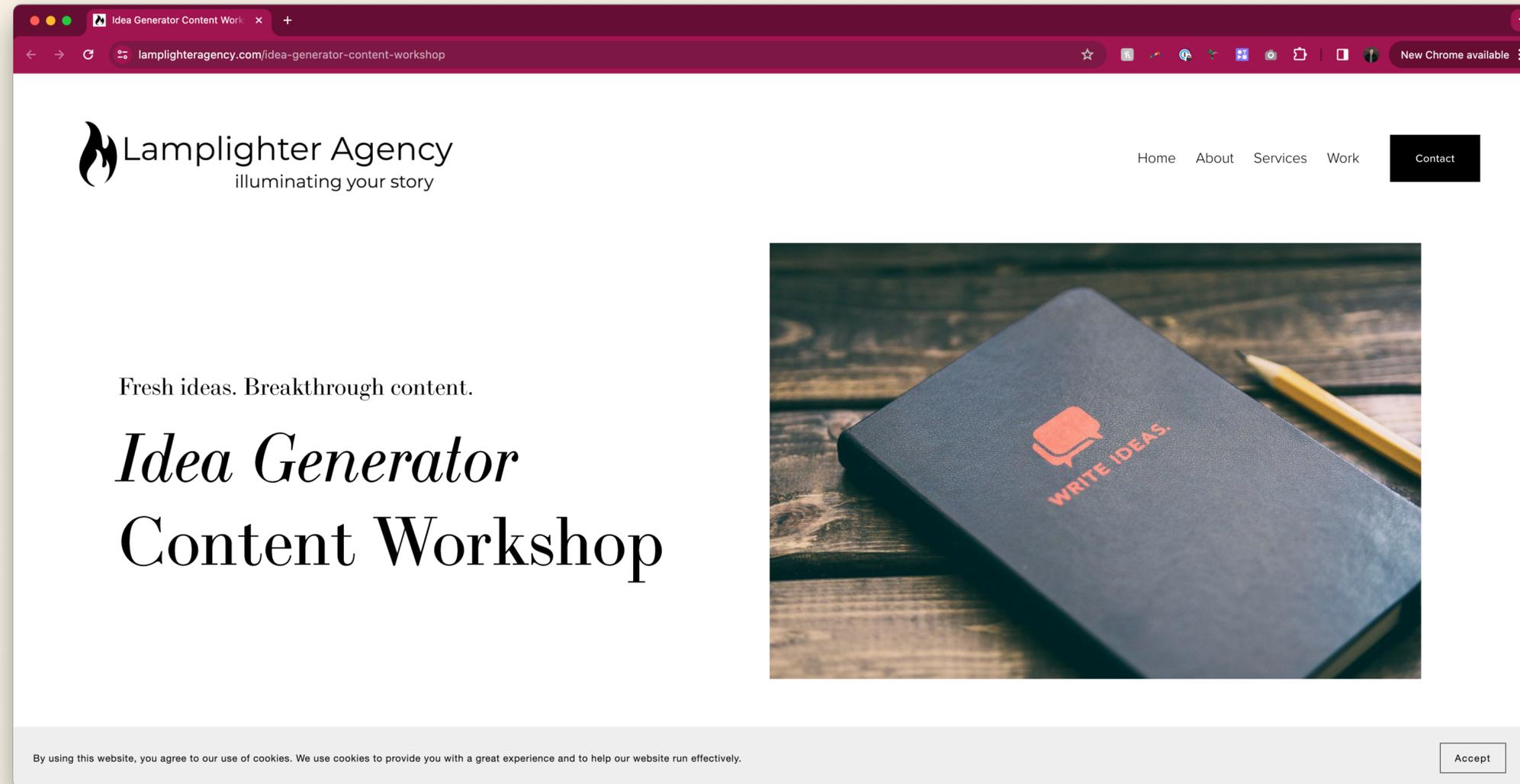




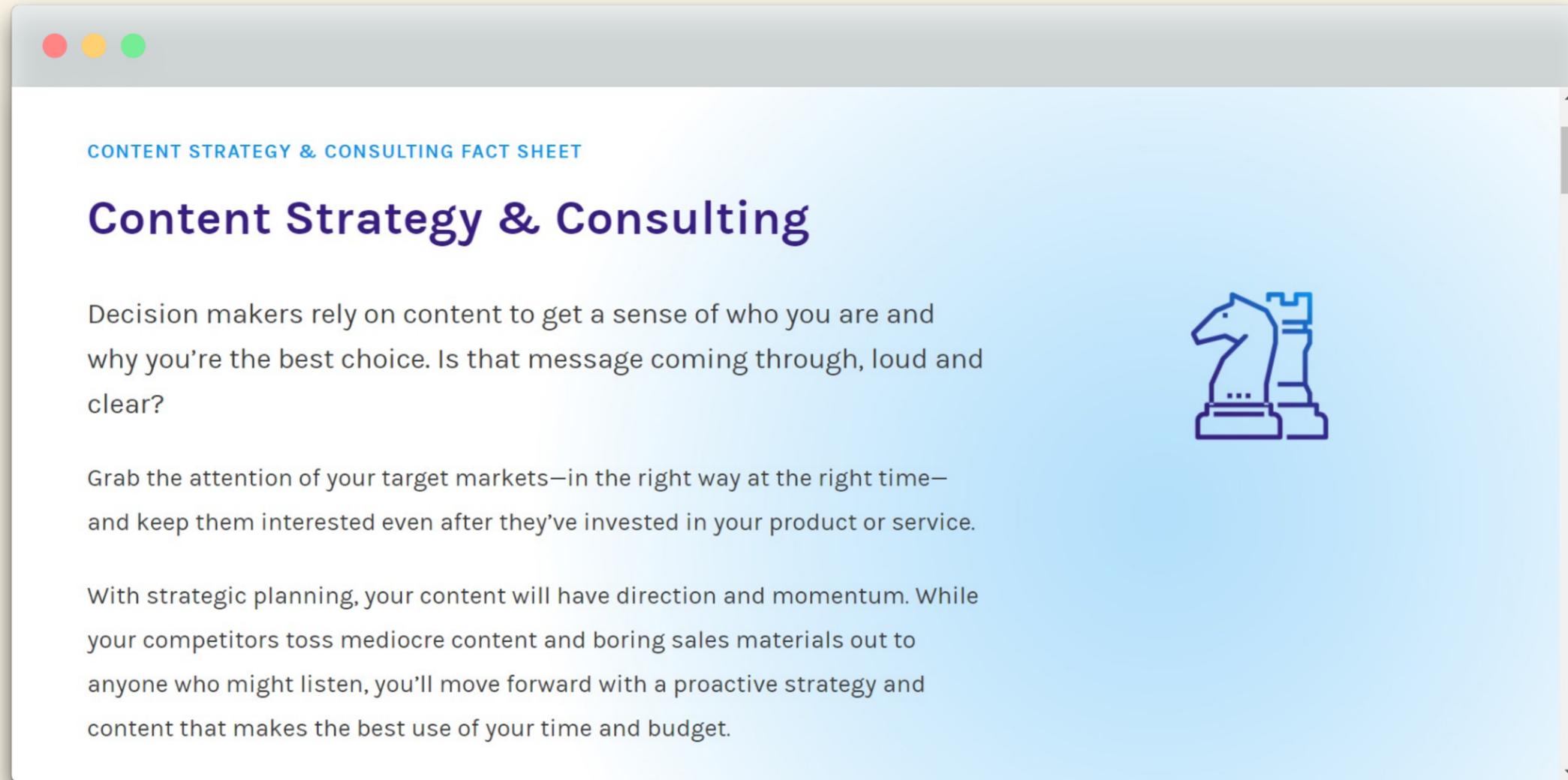
Copy Strategy



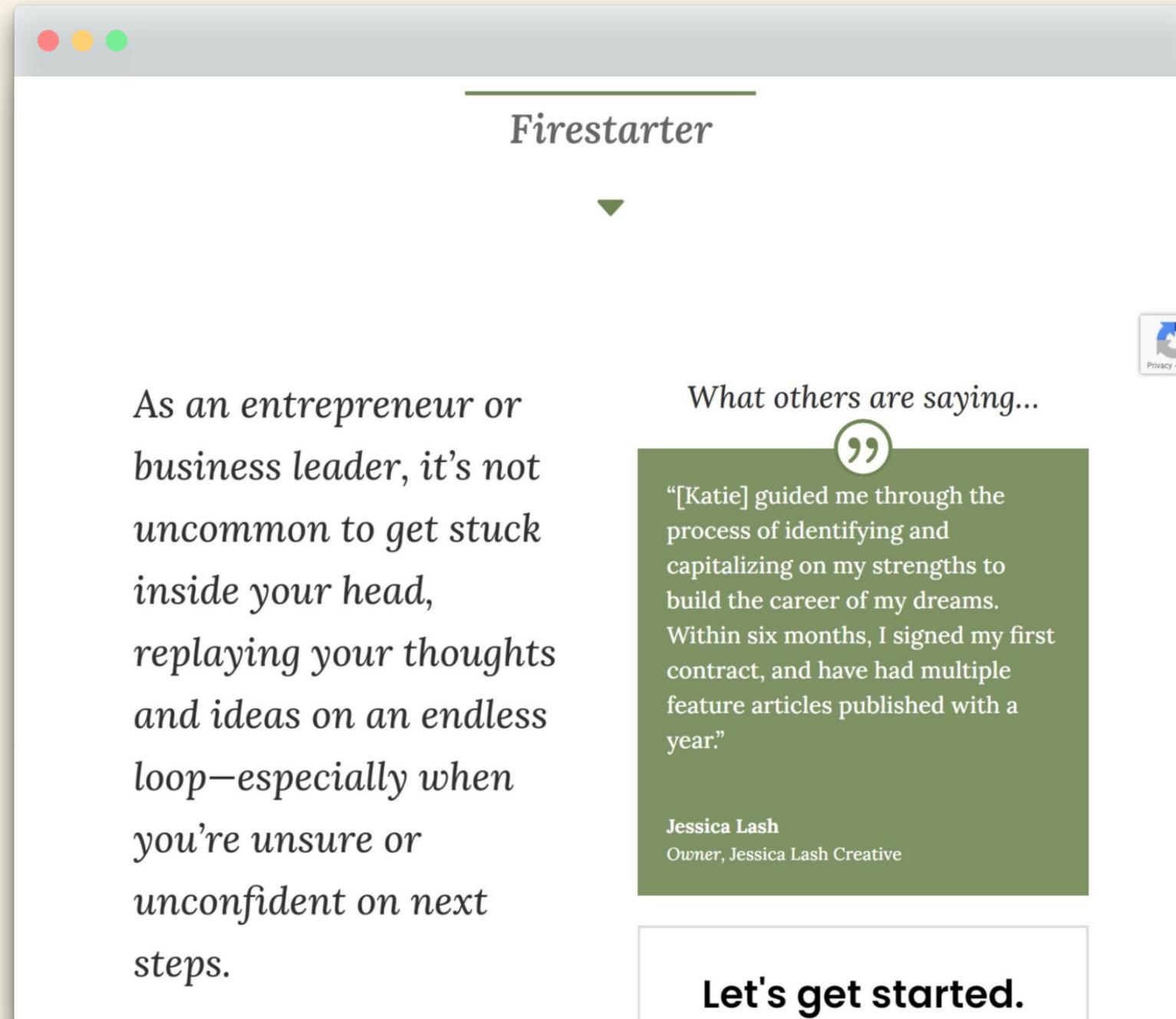
Content Amplifier Workshop



Idea Generator Content Workshop



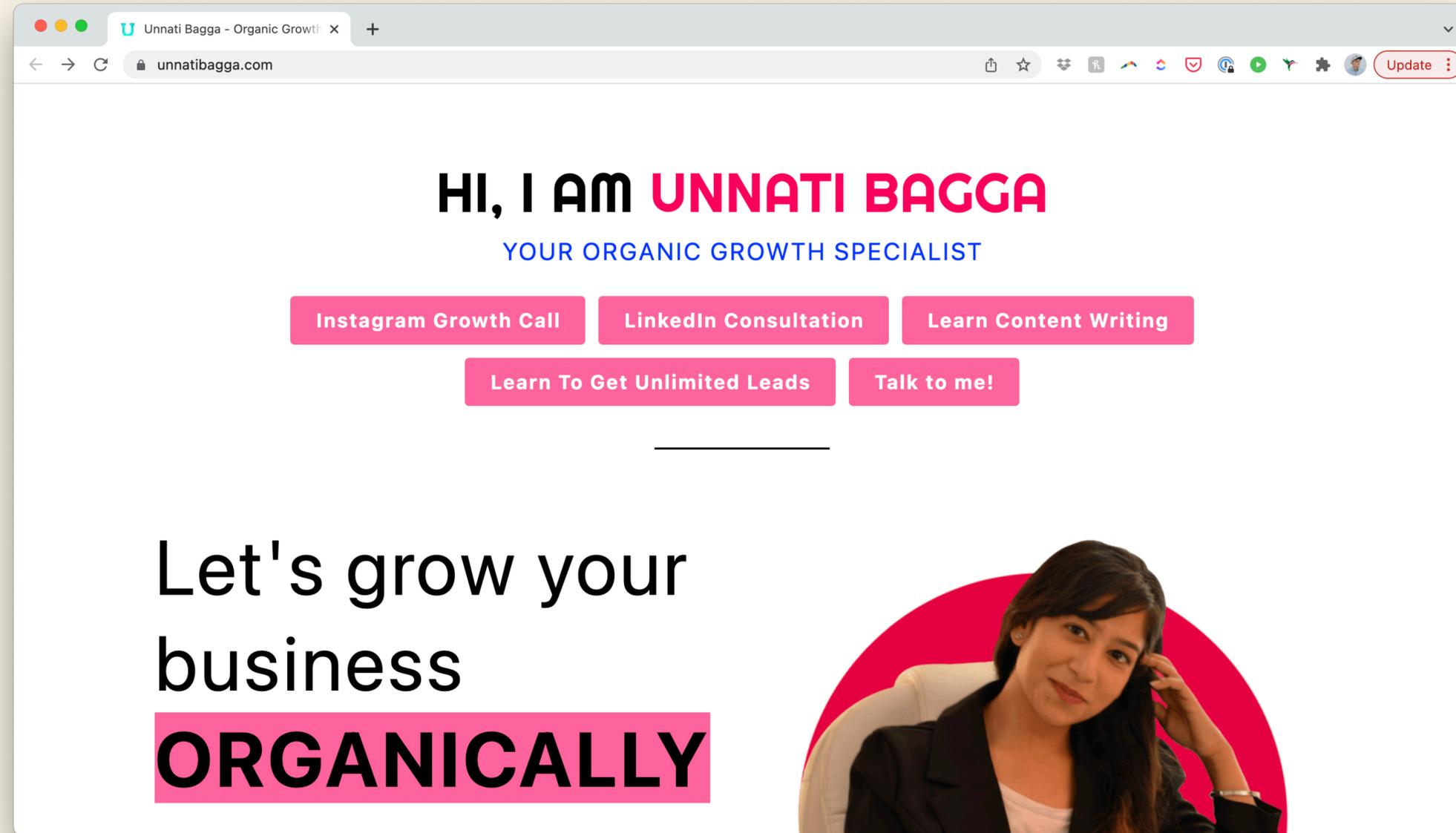
Content Audit, Competitor Analysis, Report



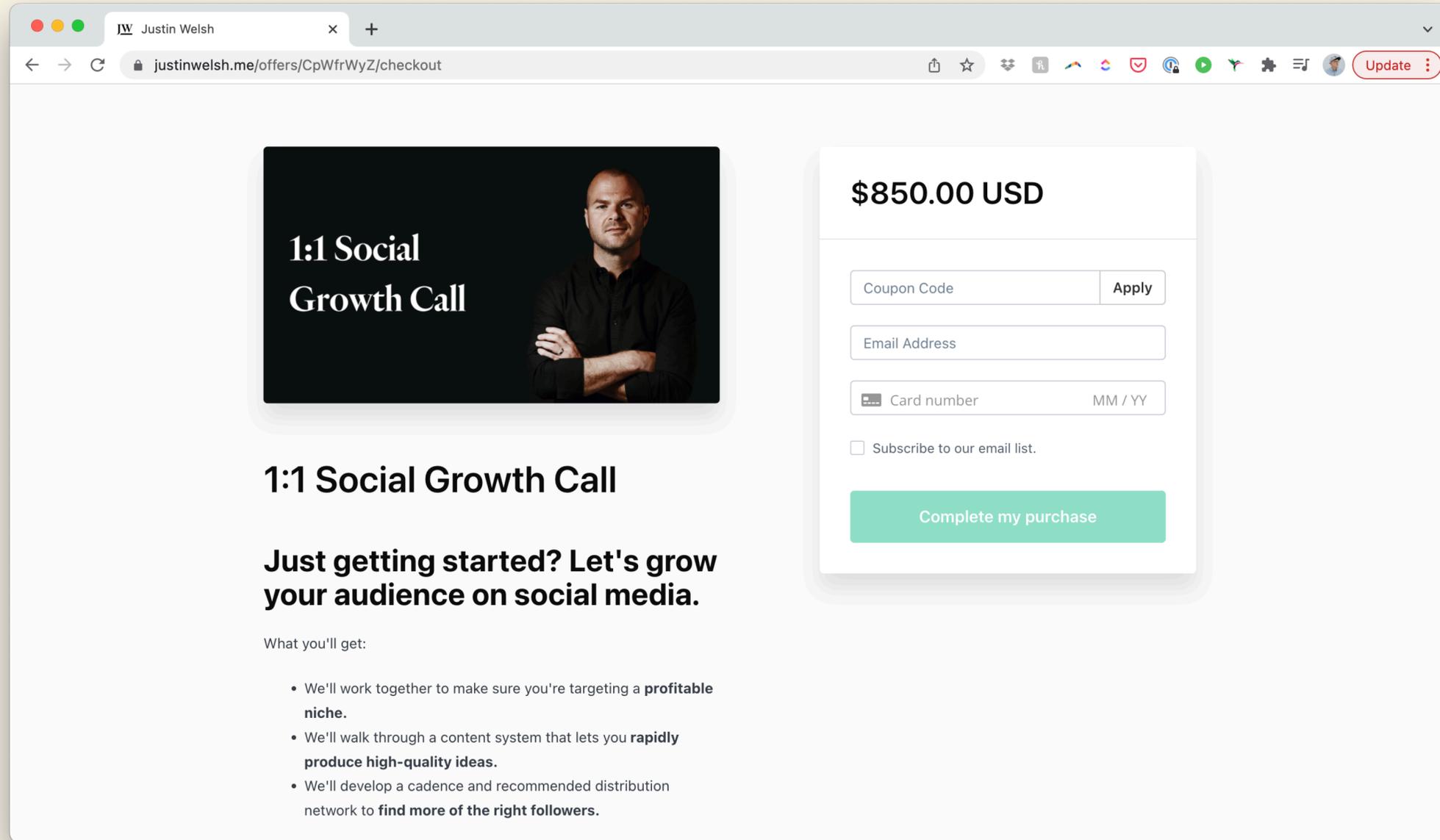
The screenshot shows a web browser window with a title bar containing three colored dots (red, yellow, green). The page content is centered and features the following elements:

- Section Header:** "Firestarter" is displayed in a serif font, underlined with a thin green line, and followed by a small green downward-pointing triangle.
- Main Text:** A large block of text in a serif font reads: "As an entrepreneur or business leader, it's not uncommon to get stuck inside your head, replaying your thoughts and ideas on an endless loop—especially when you're unsure or unconfident on next steps."
- Quote Section:** A green rectangular box contains a quote. Above the quote is a white circle with a double quote symbol. The quote text is: "[Katie] guided me through the process of identifying and capitalizing on my strengths to build the career of my dreams. Within six months, I signed my first contract, and have had multiple feature articles published with a year."
- Attribution:** Below the quote, the text "Jessica Lash" is bolded, followed by "Owner, Jessica Lash Creative" in a smaller font.
- Call to Action:** A white rectangular button with a thin border contains the text "Let's get started." in a bold, sans-serif font.
- Privacy Link:** A small icon with a circular arrow and the text "Privacy - Terms" is located in the bottom right corner of the page content.

3. Brainstorming / Ideation



LinkedIn Consultation



Justin Welsh

justinwelsh.me/offers/CpWfrWyZ/checkout

Update



1:1 Social Growth Call

1:1 Social Growth Call

Just getting started? Let's grow your audience on social media.

What you'll get:

- We'll work together to make sure you're targeting a **profitable niche**.
- We'll walk through a content system that lets you **rapidly produce high-quality ideas**.
- We'll develop a cadence and recommended distribution network to **find more of the right followers**.

\$850.00 USD

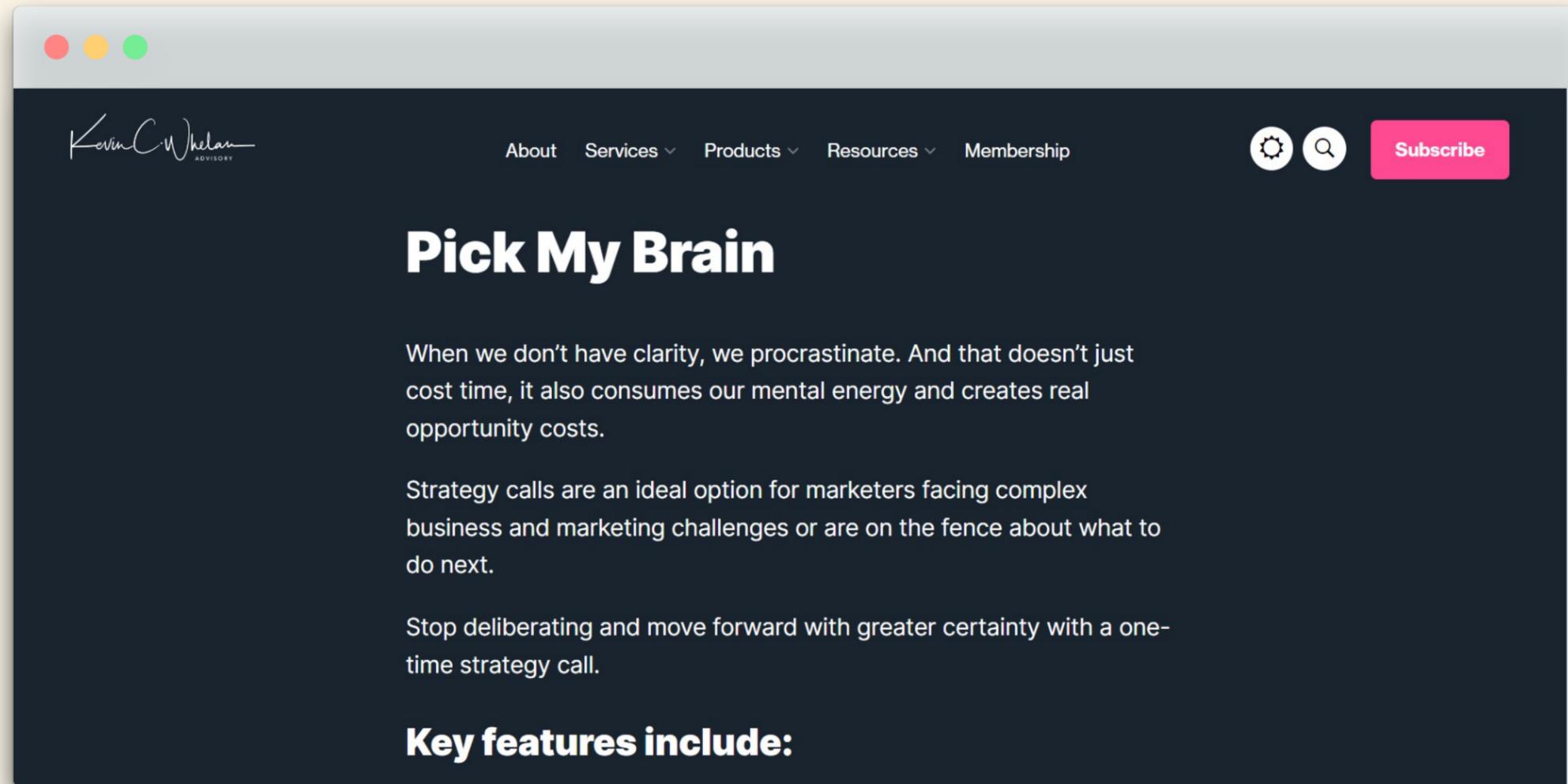
Coupon Code

Email Address

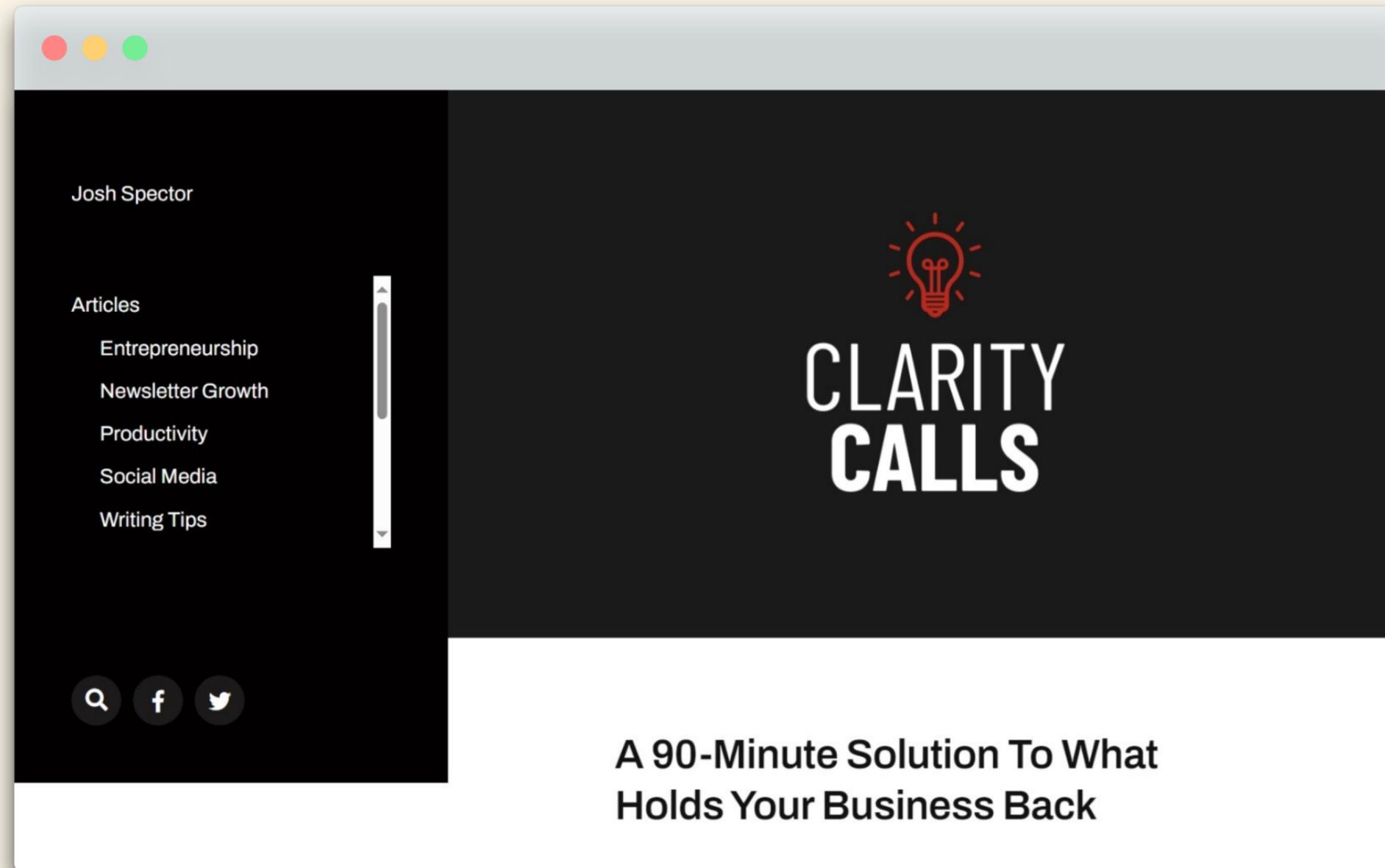
Card number MM / YY

Subscribe to our email list.

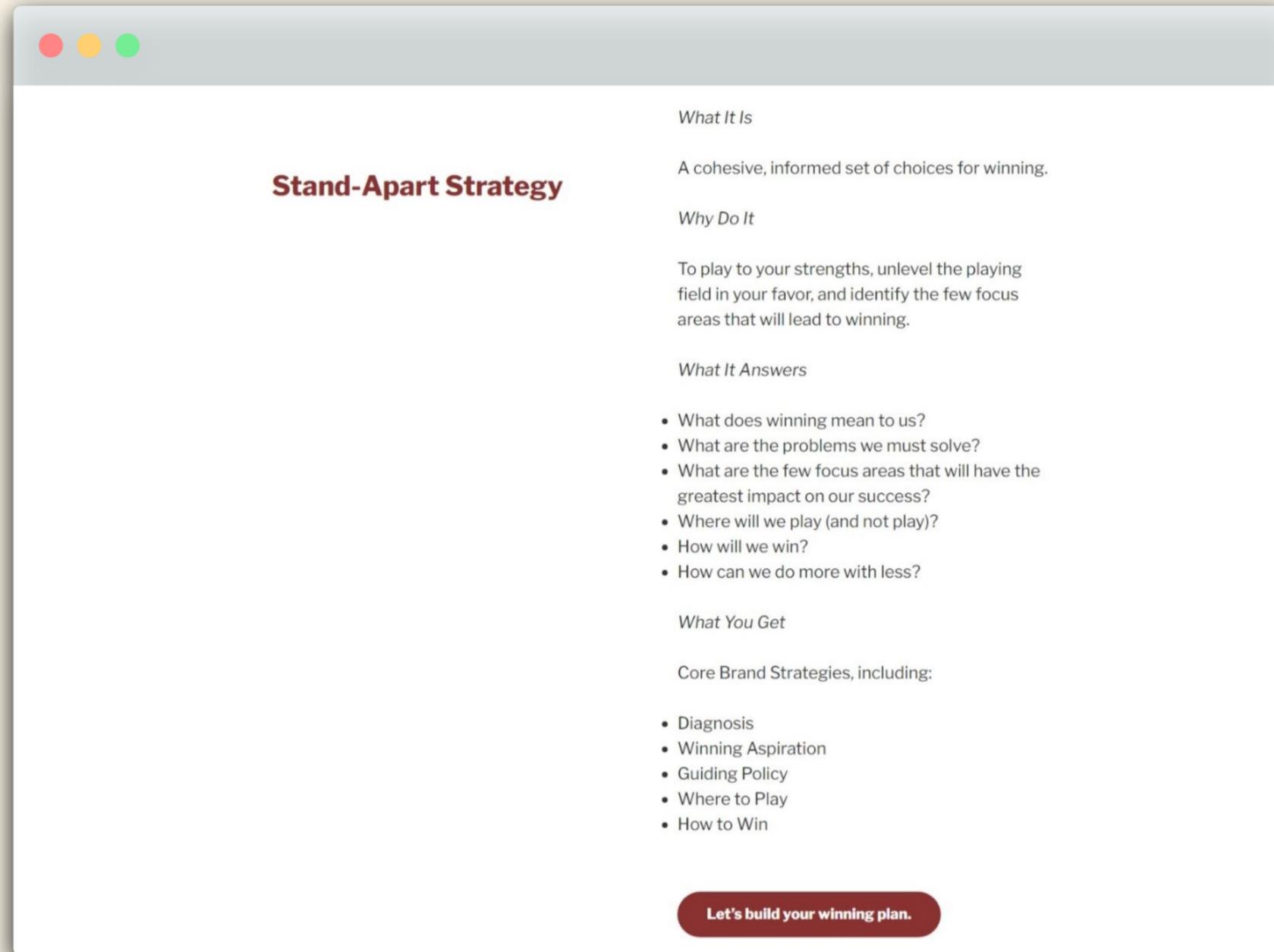
1:1 Social Growth Call



1:1 Pick My Brain



1:1 Clarity Call



Stand-Apart Strategy

What It Is

A cohesive, informed set of choices for winning.

Why Do It

To play to your strengths, unlevel the playing field in your favor, and identify the few focus areas that will lead to winning.

What It Answers

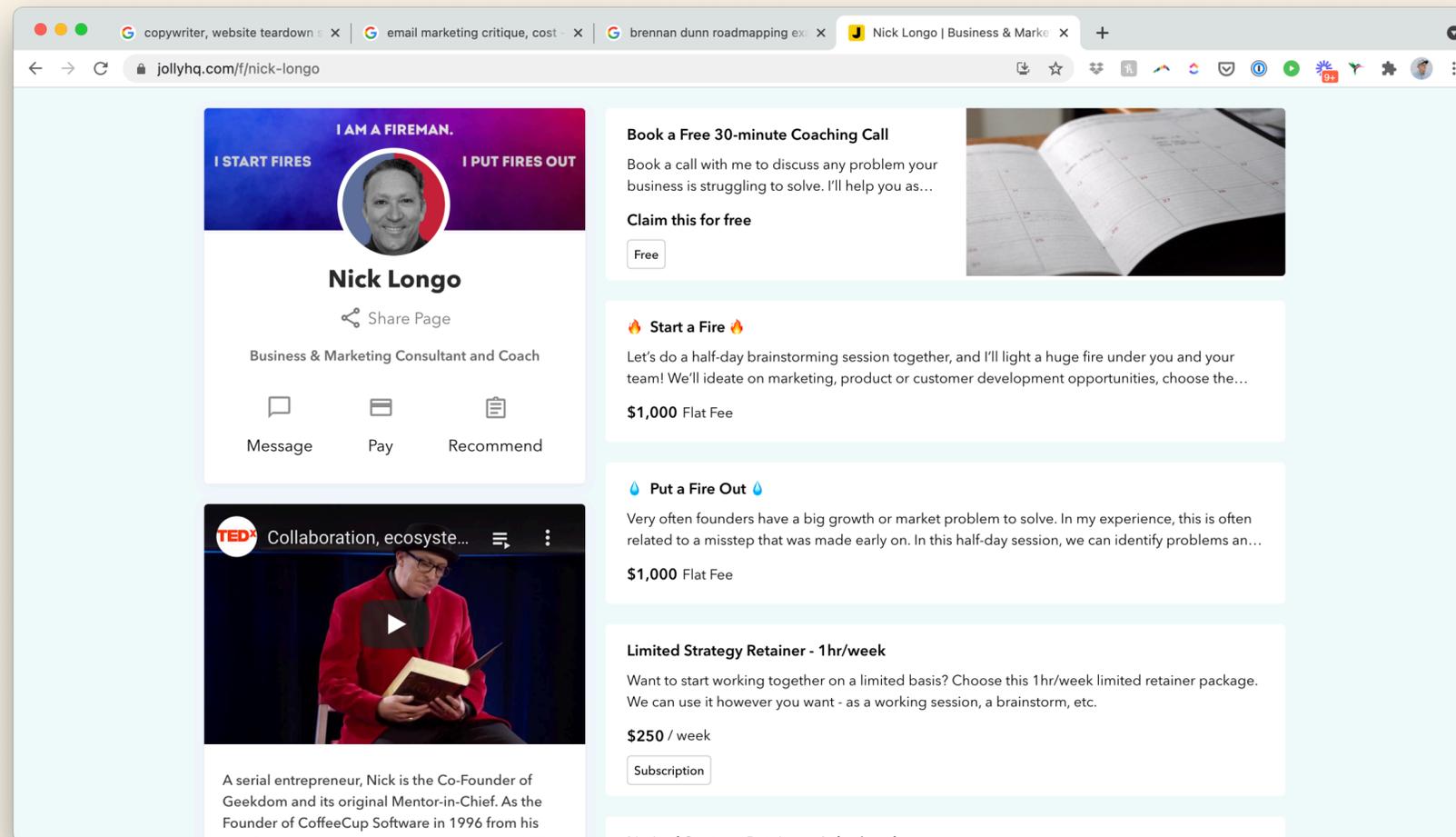
- What does winning mean to us?
- What are the problems we must solve?
- What are the few focus areas that will have the greatest impact on our success?
- Where will we play (and not play)?
- How will we win?
- How can we do more with less?

What You Get

Core Brand Strategies, including:

- Diagnosis
- Winning Aspiration
- Guiding Policy
- Where to Play
- How to Win

Let's build your winning plan.



The screenshot shows a browser window with the URL `jollyhq.com/f/nick-longo`. The profile for Nick Longo is displayed on the left, featuring a banner with the text "I AM A FIREMAN. I START FIRES I PUT FIRES OUT" and a circular profile picture. Below the name "Nick Longo" is a "Share Page" button and the title "Business & Marketing Consultant and Coach". There are three icons for "Message", "Pay", and "Recommend".

Below the profile is a video player showing a TEDx talk titled "Collaboration, ecosyste...". The video description reads: "A serial entrepreneur, Nick is the Co-Founder of Geekdom and its original Mentor-in-Chief. As the Founder of CoffeeCup Software in 1996 from his red CoffeeCup, Nick created one of the first HTML..."

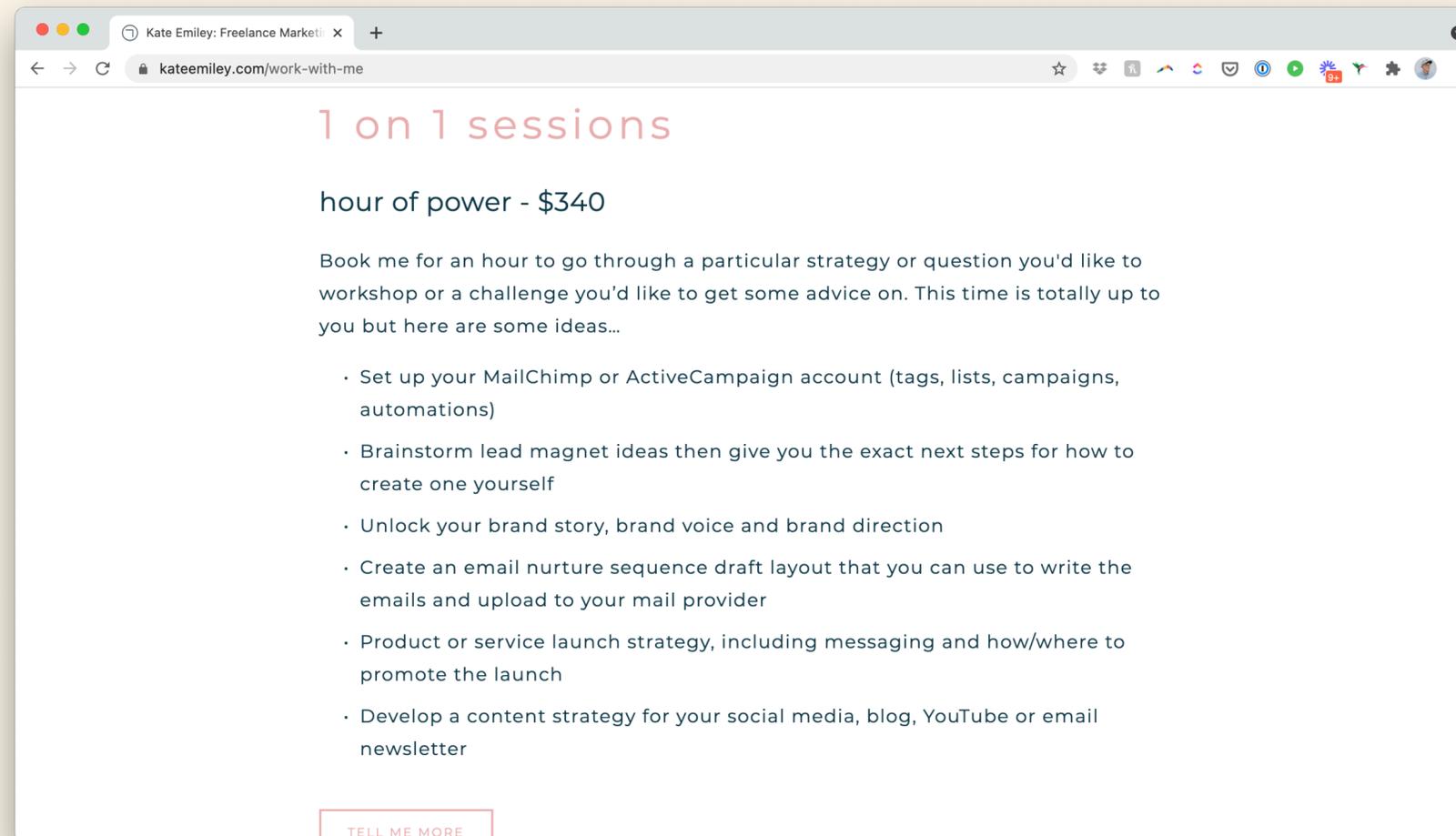
On the right side of the profile, there are three service offerings:

- Book a Free 30-minute Coaching Call**: "Book a call with me to discuss any problem your business is struggling to solve. I'll help you as..." with a "Claim this for free" button and a "Free" tag. An image of a calendar is shown to the right.
- Start a Fire**: "Let's do a half-day brainstorming session together, and I'll light a huge fire under you and your team! We'll ideate on marketing, product or customer development opportunities, choose the..." with a "\$1,000 Flat Fee" tag.
- Put a Fire Out**: "Very often founders have a big growth or market problem to solve. In my experience, this is often related to a misstep that was made early on. In this half-day session, we can identify problems an..." with a "\$1,000 Flat Fee" tag.

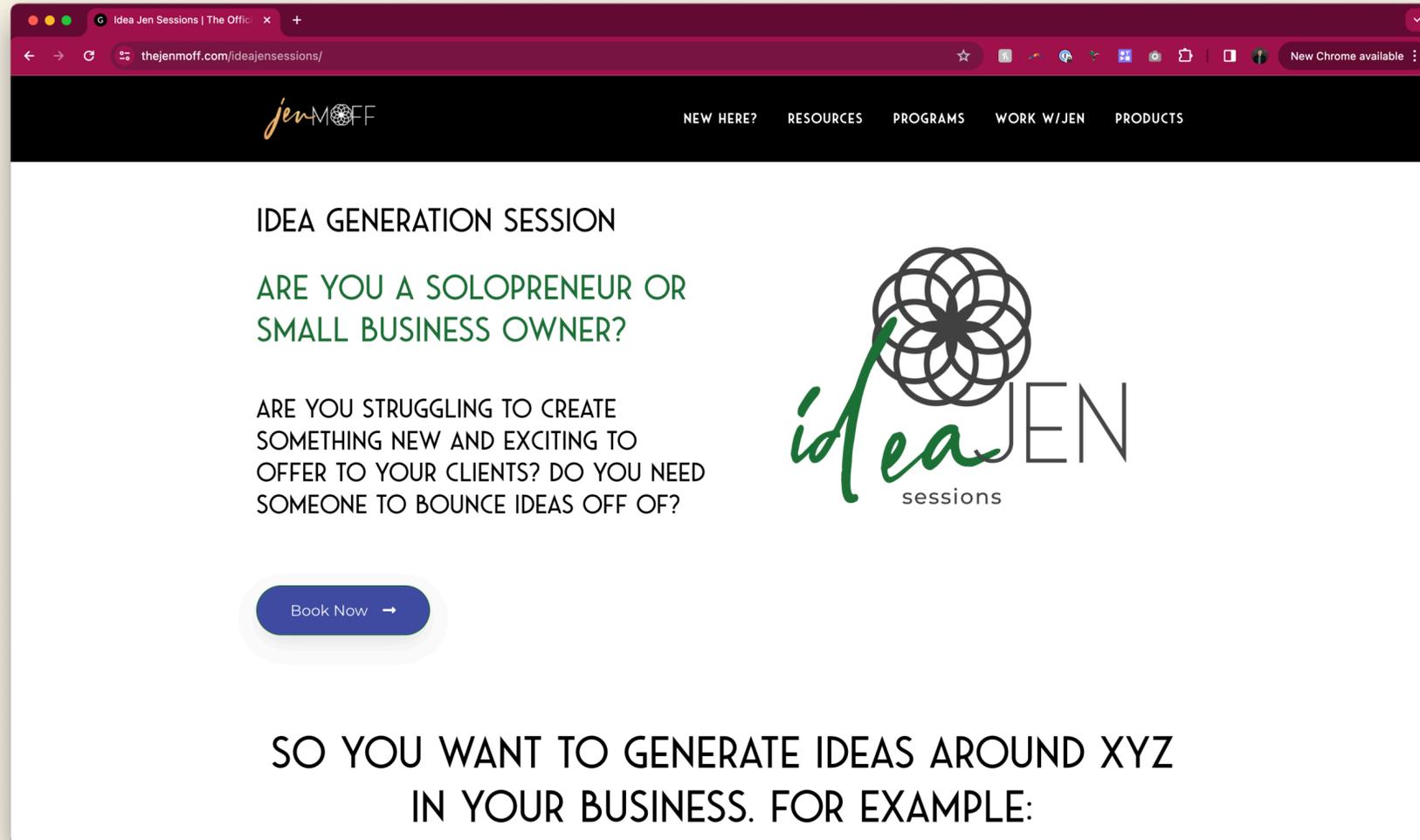
Below these are two retainer packages:

- Limited Strategy Retainer - 1hr/week**: "Want to start working together on a limited basis? Choose this 1hr/week limited retainer package. We can use it however you want - as a working session, a brainstorm, etc." with a "\$250 / week" tag and a "Subscription" button.
- Limited Strategy Retainer - 1 day/week**: (partially visible)

Start a Fire Session (aka, Brainstorming)



Brainstorming



The screenshot shows a web browser window with the URL `thejenmoff.com/ideajensessions/`. The page features a dark navigation bar with the `jenMOFF` logo and menu items: `NEW HERE?`, `RESOURCES`, `PROGRAMS`, `WORK W/JEN`, and `PRODUCTS`. The main content area is white and contains the following text:

IDEA GENERATION SESSION

ARE YOU A SOLOPRENEUR OR SMALL BUSINESS OWNER?

ARE YOU STRUGGLING TO CREATE SOMETHING NEW AND EXCITING TO OFFER TO YOUR CLIENTS? DO YOU NEED SOMEONE TO BOUNCE IDEAS OFF OF?

[Book Now →](#)

SO YOU WANT TO GENERATE IDEAS AROUND XYZ IN YOUR BUSINESS. FOR EXAMPLE:

The page also features a logo for 'ideaJEN sessions' which consists of a circular geometric pattern above the word 'idea' in a green script font, 'JEN' in a black sans-serif font, and 'sessions' in a smaller black sans-serif font below it.

Idea Generation Session

Regardless, if you were to draw a circle around all five of these areas of your life, you could call that circle "Impact." Keeping these areas vital is how you will make an impact.

Find margin.

Once we identified these five areas, our focus shifted to what needs to go.

The first thing that popped up was extricating yourself from implementation work with Crown. You find joy and meaning in the parts of your work there that have clear impact—that is, they enable growth and help to spread the Gospel.

You're really good at the "purely strategic" responsibilities, but you need to delegate the personal project management.

To do that, you must empower your project manager Taylor and cease being the go-between, or intermediary. One year later, this type of work is draining for you, and to stop doing it is an opportunity to kill the hero.

Limiting Constraints

I told you a something that Closeup's first investor, Scott Beck, told me: A CEO's primary job is to remove limiting constraints.

Your limiting constraint is your lack of margin, and to remove it, you thought you needed \$16,000 in monthly recurring revenue. But that number included paying only your special forces team and not yourself plus operating expenses.

The real revenue target is \$27,000 per month in revenue. That is what you need in replacement income before you can stop selling your "product," which is billable hours.

You want to cut your team from 10 down to 3. You want to keep 3 key people who you believe are "elite" in the sense that they have the right personalities and skillsets to do the work and free you up to focus on what you do best. Here are your three key players:

- Taylor
- Riley
- Rebecca

As for Rod, you believe he is ready to move on to other ventures.

As for your brother Seth, you have acted as though you are responsible for him. You must shield the rest of the team from his quirks and idiosyncrasies. You worry about his being able to function on another dev team, without you as a buffer, yet you also, upon deeper reflection,

admitted that he may want to move in a totally different career direction. You have been enabling rather than empowering him.

At this point, we shifted from strategic to tactical and began developing a plan of attack for achieving \$27,000 in MRR. We identified the low-hanging fruit as these two products:

- 1) Assessments
- 2) Indicator Subscriptions

We then developed an outreach strategy for the assessments:

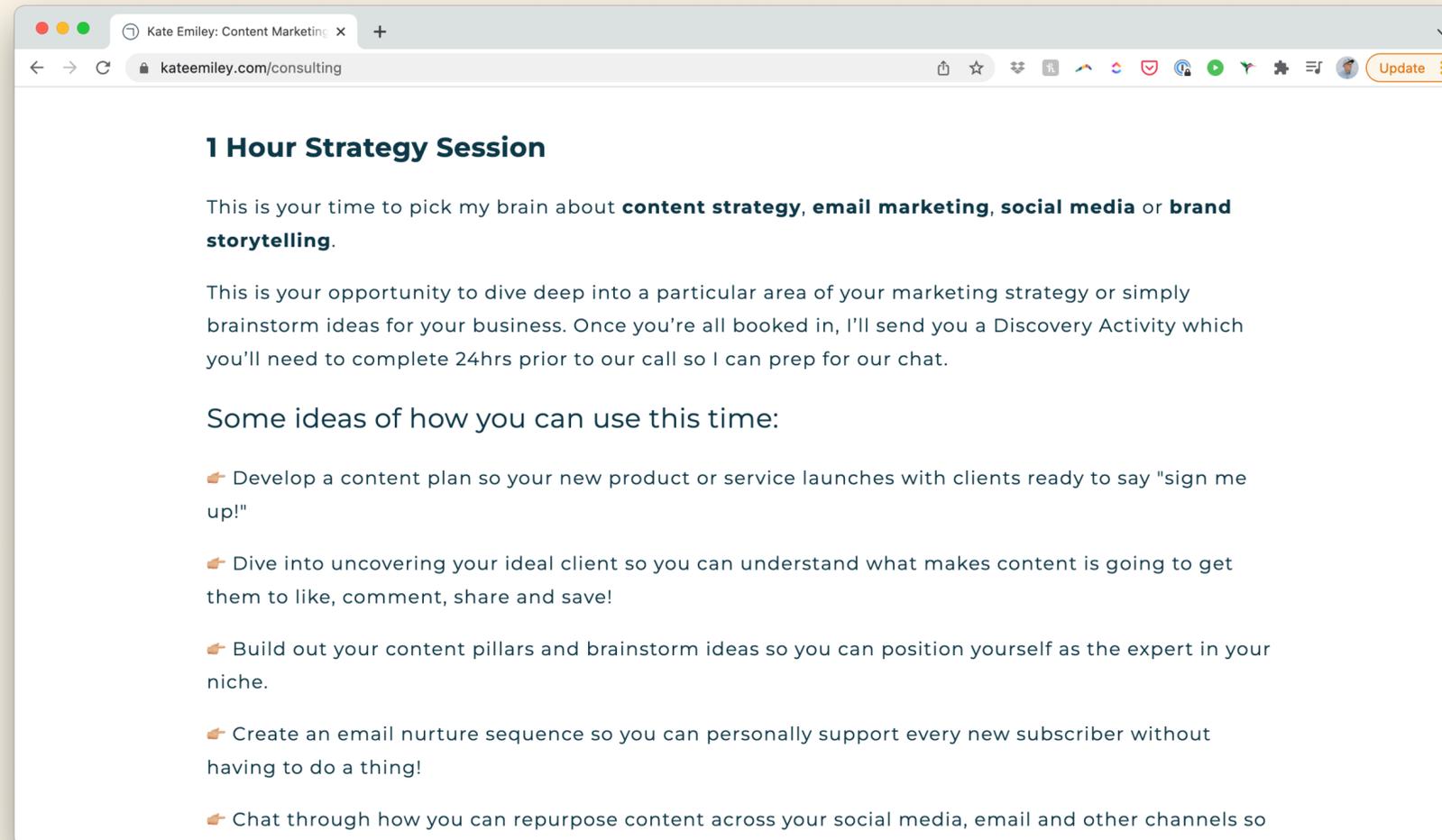
1. Identify influencers, thought leaders, bloggers, and other online "publishers" whose business models are a clear fit for assessments. (ConvertKit customers might represent a good audience for these assessments.)
2. Begin building relationships with these people using email, Twitter, LinkedIn, Facebook, and Instagram.
3. Set up calls with them to explain the assessments.
4. Pitch an assessment.
5. Close the deal.

You can sell one assessments for anywhere between \$18,000 to \$29,000. This pricing is value-based and is reasonable given the success stories you already have in the hopper.

In order to hit your \$27K revenue target, you would need to sell, on average, two assessments per month.



Brainstorming



1 Hour Strategy Session

Private Strategy Call

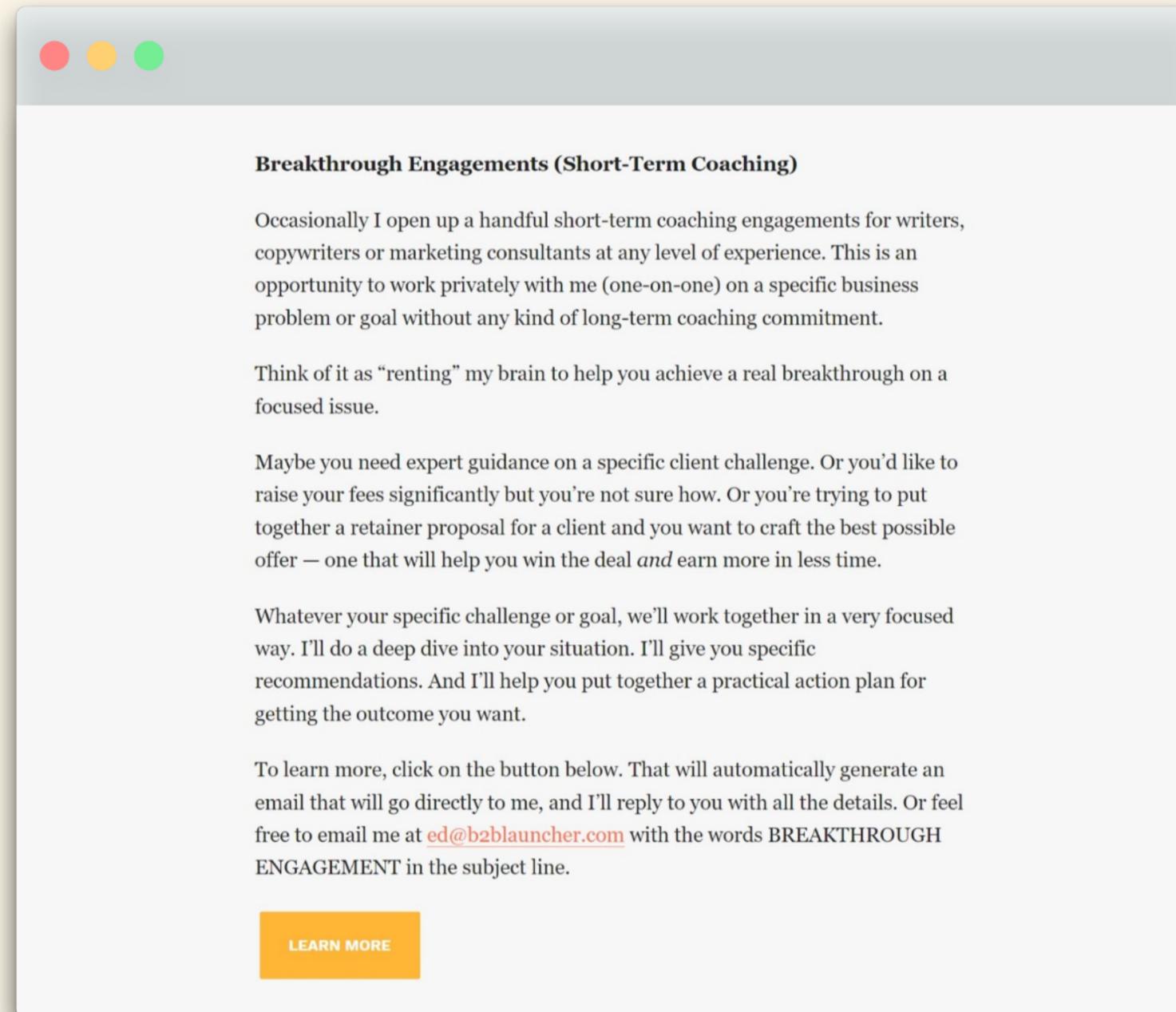
Unsure about what to do next? Need some quick feedback or an outside perspective? Got a nagging issue you would like to solve? Then book a private strategy call. It's about an hour, and you can record it for reference. During your call, I can provide you with assignments, a list of takeaways, and links to resources.

These sessions are meant for one person only in a 1:1 setting. If more people will attend our session, it's \$200 extra per person. If more time is needed, longer sessions are also available as half and full days (i.e., sessions of three or six hours). For these longer sessions, any direct, out-of-pocket expenses are extra.

Price: \$500 USD

[BOOK A STRATEGY CALL](#)

Private Strategy Call



Breakthrough Engagements (Short-Term Coaching)

Occasionally I open up a handful short-term coaching engagements for writers, copywriters or marketing consultants at any level of experience. This is an opportunity to work privately with me (one-on-one) on a specific business problem or goal without any kind of long-term coaching commitment.

Think of it as “renting” my brain to help you achieve a real breakthrough on a focused issue.

Maybe you need expert guidance on a specific client challenge. Or you’d like to raise your fees significantly but you’re not sure how. Or you’re trying to put together a retainer proposal for a client and you want to craft the best possible offer – one that will help you win the deal *and* earn more in less time.

Whatever your specific challenge or goal, we’ll work together in a very focused way. I’ll do a deep dive into your situation. I’ll give you specific recommendations. And I’ll help you put together a practical action plan for getting the outcome you want.

To learn more, click on the button below. That will automatically generate an email that will go directly to me, and I’ll reply to you with all the details. Or feel free to email me at ed@b2blauncher.com with the words BREAKTHROUGH ENGAGEMENT in the subject line.

[LEARN MORE](#)

Look who we have here...

Or you've got other questions...maybe a messy account?

As your business grows, you'll inevitably run into some technical questions, integrations, or wonder just how you can prune that list effectively without deleting the wrong people.

This call is for you!

Be as selfish as you want, because your time is now to get whatever burning questions you have answered.



What you get!

Personalized Attention on your email marketing

For one hour, it would allow each other to ask questions, put some actionable tactics and strategies specific to your business, and get a recording of the call with specific next steps from the call.

I would also follow up with you after about a week to see how the action items & next steps are going.

1-on-1 Lightning Session

Are you in a rush to boost your website's traffic with high-quality visitors? Looking to make your upcoming product launch exceptionally profitable? Or are you searching for impactful marketing strategies that can increase your traffic dramatically (and in record time)?

Don't stress – I'm here to assist you.

This session is perfect for those who need expert advice quickly. Whether you're facing a specific challenge or just need a quick professional review, my 1-on-1 Lightning Session is designed to provide focused, strategic insights. Sometimes you just need the right answer, right now. That's what this is for.

Book your 1-on-1 Lightning Session now and get the targeted help you need to move forward confidently.

REQUIREMENTS:	INVESTMENT:
<ul style="list-style-type: none">Positive attitudeReady to implement and get resultsCall must be booked and conducted via Clarity; audio only; you may record the call from your end)	<ul style="list-style-type: none">\$249 / 30min Session100% satisfaction guarantee

[📅 SCHEDULE A 1-ON-1 LIGHTNING SESSION WITH TOM TODAY](#)



Austin Church - Dear Creatives x +
clarity.fm/austinlchurch

the startups.com platform | Check out the new Startups.com - A Comprehensive Startup University | about startups.com

Clarity | Categories | Dashboard | Browse | Answers | Me

Austin Church
Build a profitable business you love.
Knoxville, Tennessee
Co-Founder & COO of Closeup.fm. MA in English Literature. Poet turned businessman. Created & sold portfolio of 30+ mobile apps. Passionate about doing stuff, helping freelancers and creatives build profitable businesses they love travel, Jesus, creativity, and growth. I love bringing clarity & helping people move past challenges. Married to a wise woman & have two rambunctious kiddos.

Play Video

\$5/min
★★★★★ (29)
Request a Call
Send a Message
Save to Favorites
saved 72 times

45 Calls | 29 Reviews
Verified [Phone, LinkedIn, Twitter, Facebook]
Startups, User Acquisition, Marketing Strategy, Mobile Apps, Branding, Mobile Development, Creative Writing, Operations, Music, Creative Problem Solving

Areas of Expertise

Dear Creatives & Freelancers, Can I Help You Earn What You're Worth?
Created 9 years ago in Business / Strategy
I have run a consulting and creative services business for 7 years. I also co-founded a startup back in November 2013. Guess what? I have made A LOT more money selling creativit...

clarity.fm/austinlchurch

Process

**By “easiest” strategy
flavor, I mean...**

Feels doable based on the
confidence you already have

Uses the aptitudes, knowledge, and
skills you already have

Meets a need for clients you already
have (or could get)

Works with the expertise you already
have (supplemented by process &
tools in this workshop)

What should you call it?

“Call” (< 30 min)

“Session” (60-90 min)

“Workshop” (> 90 min)

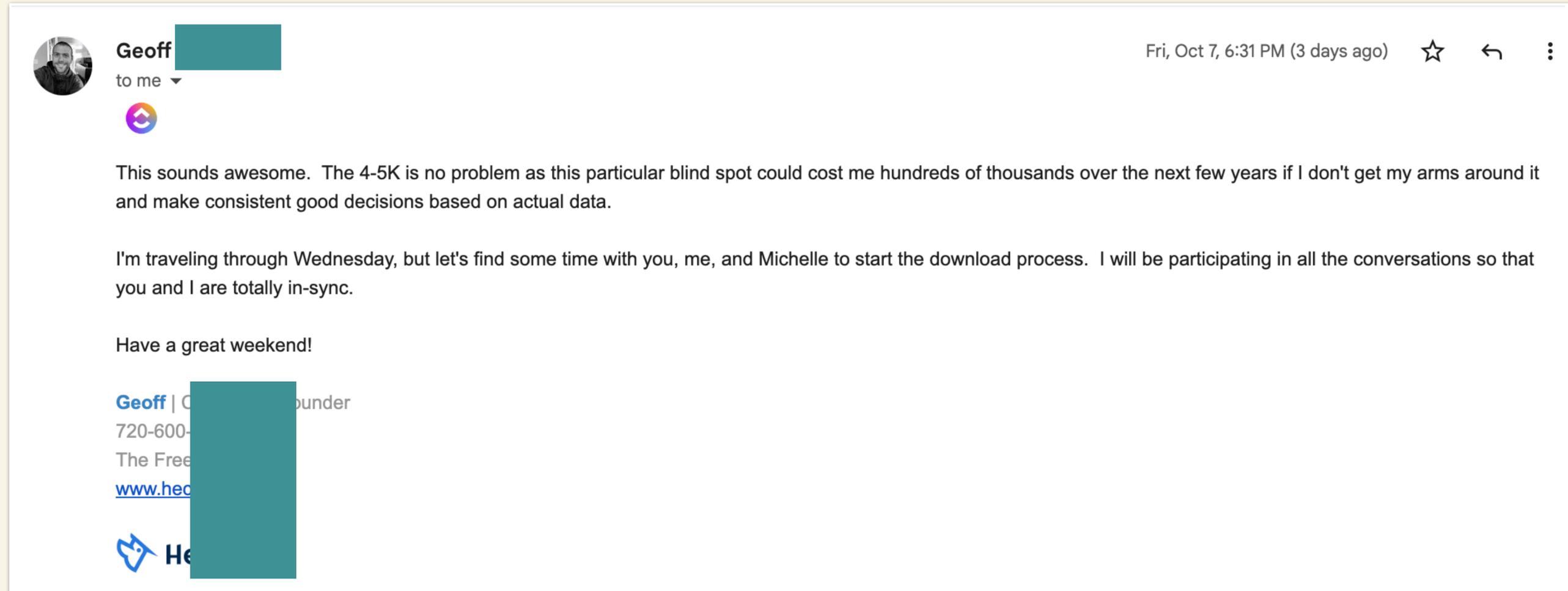
“Sprint” (> 3 hrs)

Idea Bounce

[insert cutesy name here]

“24 of Your Best Post
Ideas in 60 Minutes”

[desired outcome]



What a Response from a Value-Focused Client Looks Like

1. Project Roadmapping

Pieces You Need

- Offer
- Onboarding Questionnaire
- Agenda
- Consulting Questions
- Notes
- Report Template
- Optional: Proposal Section

- Send intake questions before the discovery call so that you can show up with context and have follow-up questions already written down.
- Your follow-up questions will help you gauge the person's level of clarity and figure out how they arrived at certain conclusions. For example, if they got in touch about some web copywriting, I might ask, "What made you decide you needed a new website?"
- Within 15 or 20 minutes, you can usually gain insight into whether the client had a firm grasp of their problem, need, or opportunity, a sensible plan, and a well-defined project.
- If that's the case—maybe 30% of the time in my experience—I'll send a short quote the way I always have.
- More often than not, the initial free discovery call reveals that the client lacks clarity and could use help determining what "the project" even is.
- In those situations, I propose a paid, formal roadmapping session where we create an actionable plan together. Whether they hire me to help them implement the plan afterward is up to them.
- In early 2016 I started selling Roadmapping for \$500 for a 90-minute session. Over the years, I have experimented with different lengths of time (60 minutes to 4 hours), prices (\$500 to \$3,500), and names.

How does this usually go down?

Problems Solved for Clients

Gain clarity around the most important need, problem, or opportunity.

Get help uncovering all the edges (i.e., defining the project).

Rank priorities & decide where to put budget.

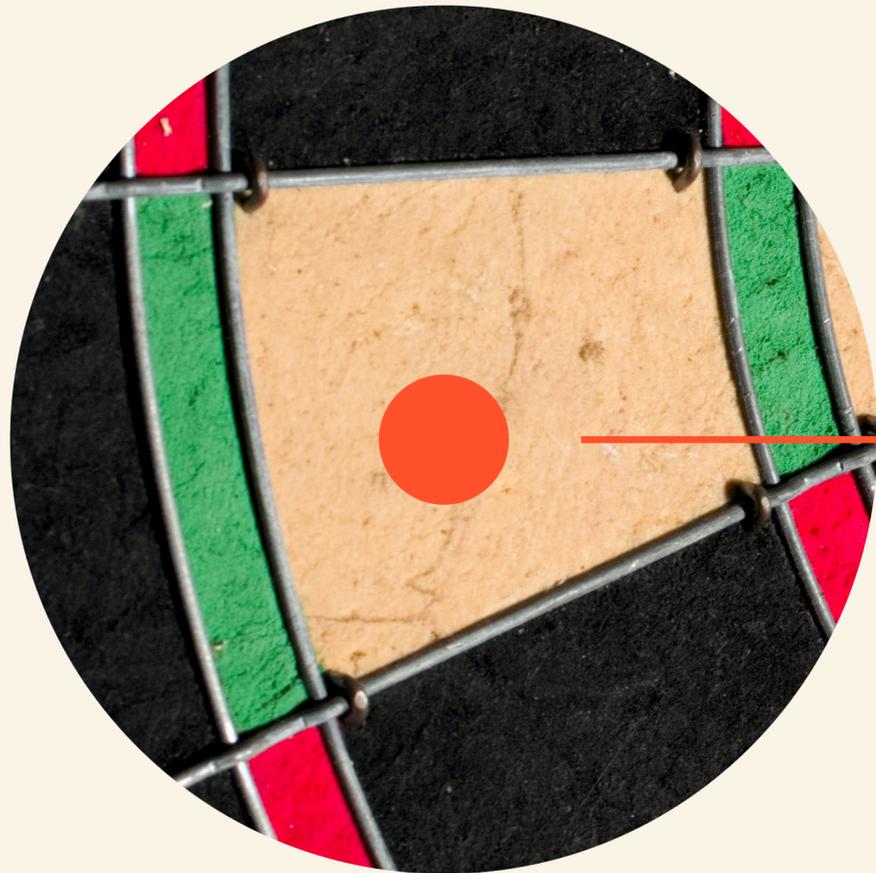
Identify & evaluate the various paths forward.

Get outside perspective from a domain expert.

Waste less because you spent more time on thinking and “ax sharpening.”

Pick a path & determine next steps.

Build an actionable plan around those steps.



Client's Initial Request

"I want this."



BRITISH DARTS ORGANISATION

BRITISH DARTS ORGANISATION

BD

newman



“I need this.”



“I want this.”



Remember...

You help clients get clarity, confidence, and traction.

→ You don't have to let the strategy session run long.

→ You don't have to capture every single thing discussed.

Your report should not be a transcript of the session. Your report creates value by skimming the cream of the best insights off the top and presenting the actionable plan.

A report that is accurate and comprehensive to the point of being difficult to use is less valuable. **Shorter reports are more valuable if they're easier to consume and use.**

2. Content + Copy Strategy

Pieces You Need

- Offer
- Content Roadmapping Questions
- Your Notes
- Report Template
- Optional: Proposal Section

- Copy and content strategy can take a thousand shapes and sizes. It's by far the lowest hanging fruit for freelance writers. You're probably already doing it, but you just haven't been charging for it.
- Giving this type of advice involves helping clients decide what to create and why. You don't have to be the genius-writer-magician pulling awe-inspiring ideas out of your mind like rabbits out of a hat. Instead, your job is to listen attentively, capture the good ideas as you and the client stumble across them, and later repeat back those findings.
- The right questions get you 90% of the way there: What copy and content is working? What isn't? What do the web or social analytics show? What insights can you glean from that? What should they keep doing and what should they change? Okay, and what will the new-and-improved approach to copy and content (aka, strategy) be?
- Maybe you go do some competitive analysis on your own—e.g., what appears to be working for competitors and why? What content opportunities are within reach? You catch my drift. Whatever you turn up can enrich the overall plan.
- That plan may focus on one channel, such as blogging, or a variety, including website, blog, socials, email sequences, marketing collateral and sales assets—really, anywhere their copy and content show up.
- A surprising number of organizations take a shoot-from-the-hip approach to copy and content, so there's growing demand for a more strategic and less wasteful approach.

How does this usually go down?

Problems Solved for Clients

Generate ideas for content and copy.

Identify their strong opinions, relatable stories, important lessons, and best ideas.

Rank ideas and organize ideas into content lanes or messaging pillars.

Get outside perspective from a domain expert.

Develop a content roadmap.

Optional: Outline 1 or 2 initial ideas.

3. Brainstorming / Ideation

Pieces You Need

- Offer
- Questions
- Notes
- Report Template

- I don't have to tell you what brainstorming is, but you may need a little convincing that clients will value your head just as much as your hands, your ideas just as much as your words. Some clients really want and need a thought partner who can create and hold space where the creativity can flow.
- Yes, you can get paid well to help the client generate ideas. Together, you can evaluate ideas based on their relative merit. You can narrow down the list to the best ideas. And if time allows, you can even create an actionable plan.
- You can use a brainstorming session to come up with ideas for social or blog posts, lead magnet ideas, headline options, tagline options, product names, ways to reward loyal customers, any situation where the client needs outside perspective and fresh ideas.
- Here are some questions that I've used in the past to prime the pump:

How does this usually go down?

Why are we here? What would be a good use of our time today?
Let's talk through your needs, problems, and opportunities.
Which one would you like to focus on first?
If we generate a bunch of ideas around X, would you leave satisfied?
What ideas do you already have?
If you threw the rules out the window, what would you do?
Let's think of the worst ideas we can.
Let's go lateral. What would Kim Kardashian do? Elon Musk?

Problems Solved for Clients

Help the client generate ideas.

Evaluate ideas based on their relative merit.

Optional: Narrow down to the best ideas.

Optional: Create an actionable plan.

What does “offer” mean?

An offer is a service or group of services you package up as a desired outcome or transformation with a fixed price, fixed scope, clear benefits, and delivery date.

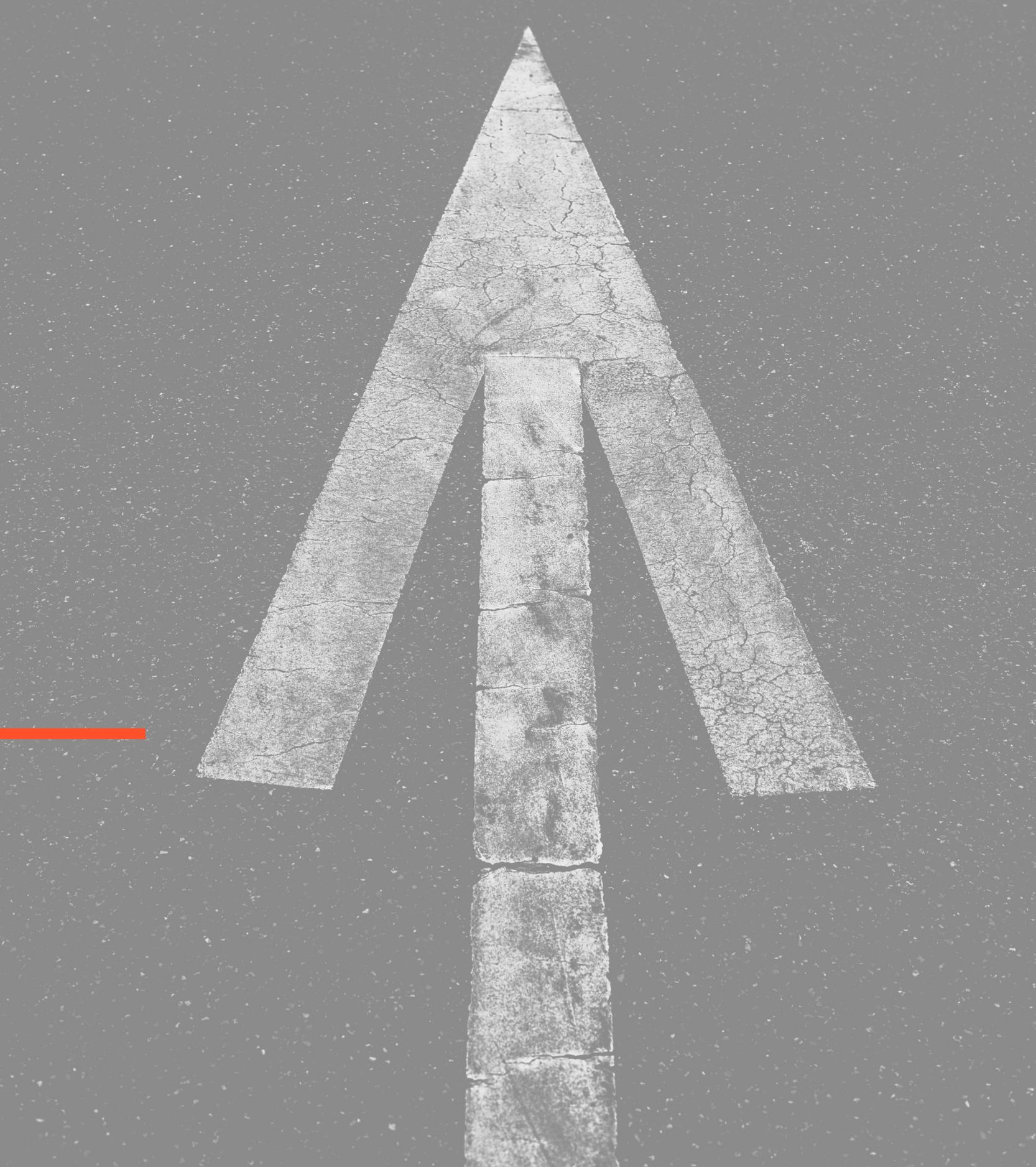


Why are offers important?

- Tied to a specific problem, need, or opportunity
- Easier for clients to understand & value than open-ended offers (e.g., copywriting)
- Better differentiation / stronger positioning for you
- Easier to sell (get to a yes or no faster)
- Usually don't need a proposal & can often get away with a simple service agreement
- More streamlined process
- More predictable scheduling & delivery
- More profitable because they're not tied exclusively to your skill, effort, and time







What is a “juicy offer”?



7 Parts of a Juicy Offer

1. **Promise**
2. Value
3. Risks
4. Outcomes
5. Process
6. Price
7. Proof