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Session 2

Juicy Offers + Flavors 1-4

Austin L. Church

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Session 1 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.

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Session 2 Preview

- Juicy Offers
- Strategy Flavors 1-4
- Assignment

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Juicy Offers

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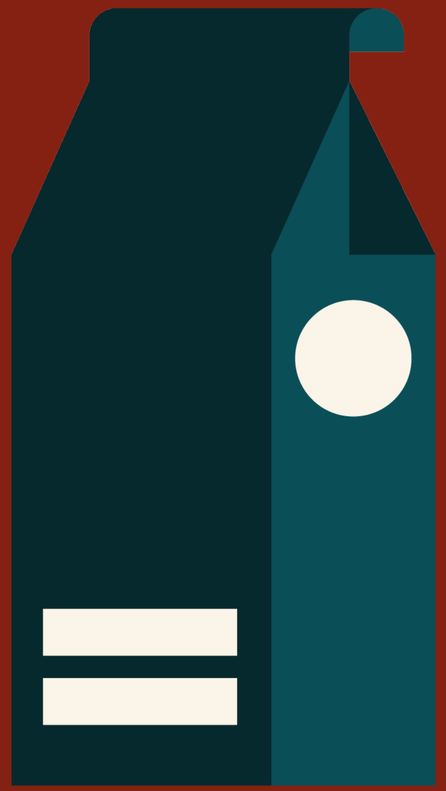
What does “offer” mean?



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.

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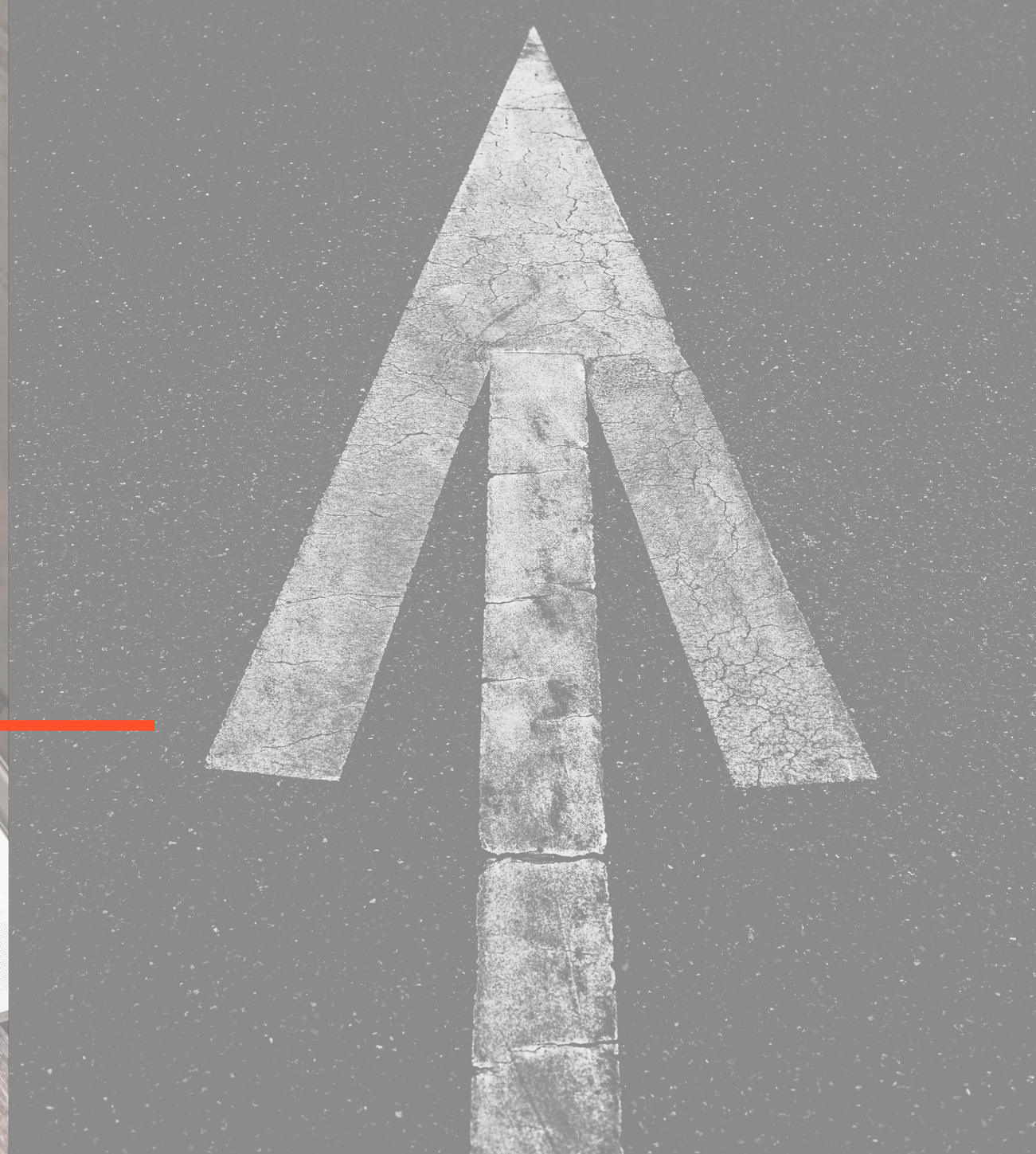
Why are offers important?

- 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



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3 Offers Every Freelancer Needs

- Trojan Horse (e.g., project roadmapping)
- Flagship (e.g., copywriting, ghostwriting)
- Subscription (e.g., blogging retainer)

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What is a “juicy offer”?

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7 Parts of a Juicy Offer

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

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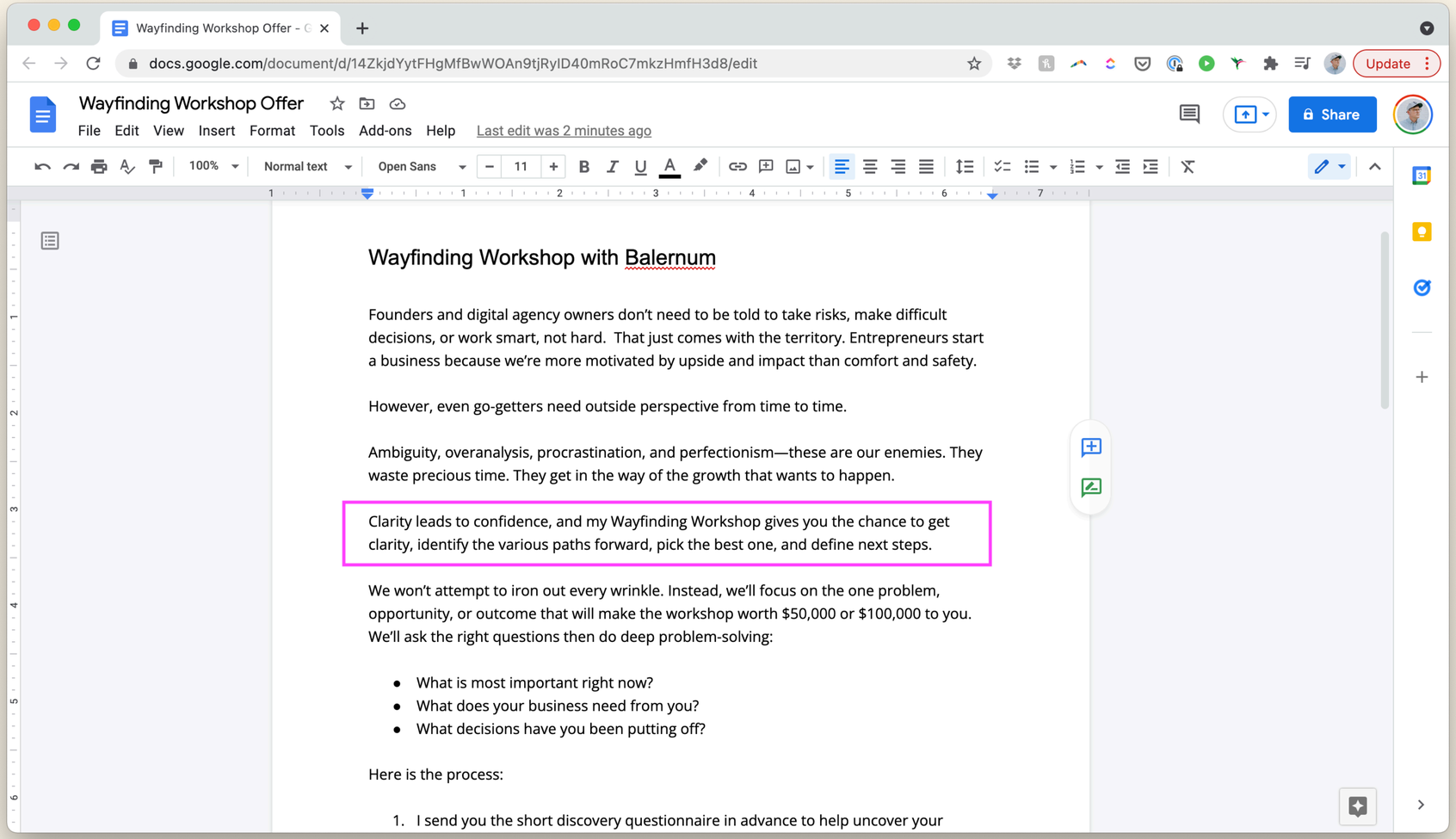

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7 Parts of a Juicy Offer

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2. **Value**
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4. Outcomes
5. Process
6. Price
7. Proof

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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?

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7 Parts of a Juicy Offer

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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

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7 Parts of a Juicy Offer

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

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6. I deliver your plan of attack. After the two sessions, I turn all the notes, ideas, and decisions into a well-organized, well-defined plan within a couple of days.

Cost – $3,500 paid up front

Key Outcomes

- Clarity and the confidence it brings
- Momentum and the excitement it brings
- A clear, actionable plan

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7 Parts of a Juicy Offer

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

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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."*

3. We schedule the 3-hour workshop, divided into two 90-minute sessions. You're welcome to come to Knoxville for an in-person workshop, or we can handle it on Zoom. The coffee and pastries are better in person though. 🙃

4. We focus the first 90-minute session on high-level consulting and strategy. What question are you trying to answer? What's the real challenge here?

5. We focus the second 90-minute session on planning and tactics. What are the various paths forward? Which one is cheapest, most expedient, or most attractive overall? What are the discrete action steps in that path?

6. I deliver your plan of attack. After the two sessions, I turn all the notes, ideas, and decisions into a well-organized, well-defined plan within a couple of days.

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- Momentum and the excitement it brings
- A clear, actionable plan

"We needed to get clear on the processes and systems that will enable Legacy Podcasting to scale from $60K a month to $100K a month. At the Wayfinding Workshop we gained real clarity on the steps we must take to systematize our business so that I (Ryan) can step away from 95% of the day-to-day stuff and focus on high-profile clients and other projects. Austin has a great deal of experience in the agency world, and I was able to tap into that to ask very specific questions that can help our 2-year-old agency make some real leaps in knowledge and forward momentum. I was also able to tap into the resource library that Austin has amassed over the years. Austin knows how to ask the right questions to get to the core of the issue and get you to what needs to happen to rectify that. On top of that, he was just a solid guy with a great personality to match."

– Ryan Helms, Founder, Legacy Podcasting

(Check out the video Ryan made here.)

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Make a copy of my juicy offers worksheet.

https://bit.ly/juicyoffersworksheet

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Strategy Flavors 1-4

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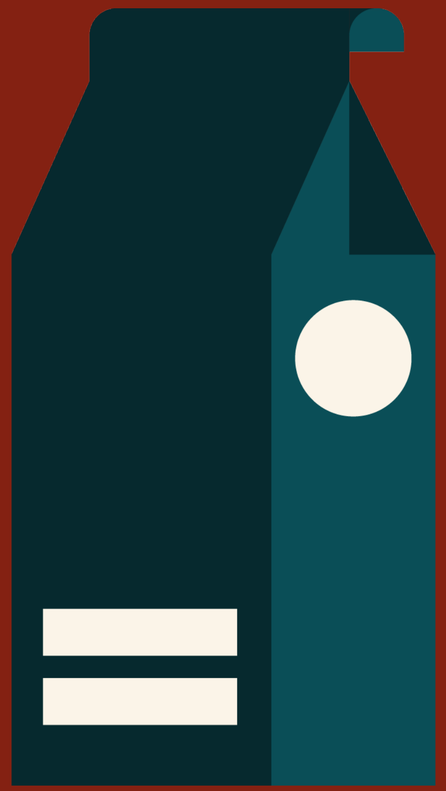
What the heck is “strategy”?



Strategy is the collection of decisions you plan to make to get from where you are to where you want to be.

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9 Flavors of Strategy You Can Sell

1. Discovery / Project Roadmapping
2. Content & Copy (incl. web, email, social, blogging, thought leadership)
3. Brand / Positioning / Messaging
4. Web / Conversion / Funnel
5. Launch / Go-to-Market
6. Marketing / Growth
7. Product Strategy
8. Ideation / Brainstorming
9. Business (incl. diagnosis, problem solving, prioritization, goal setting, planning)

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Steps for You

1. Share the offer and get the yes.

2. Send the invoice and questionnaire.

3. Once the client pays the invoice, you schedule the session.

4. Use client's answers to create agenda.

5. Ask open-ended questions and take notes.

6. Define the problems and available solutions.

7. Repeat back what you have heard—often.

8. Turn your notes into an actionable plan, and deliver it within 2-3 days.

Optional – If you like the client, include 2-3 options for ongoing collaboration in your report—i.e., the next step up on your value ladder.

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Flavor 1

Discovery / Project Roadmapping

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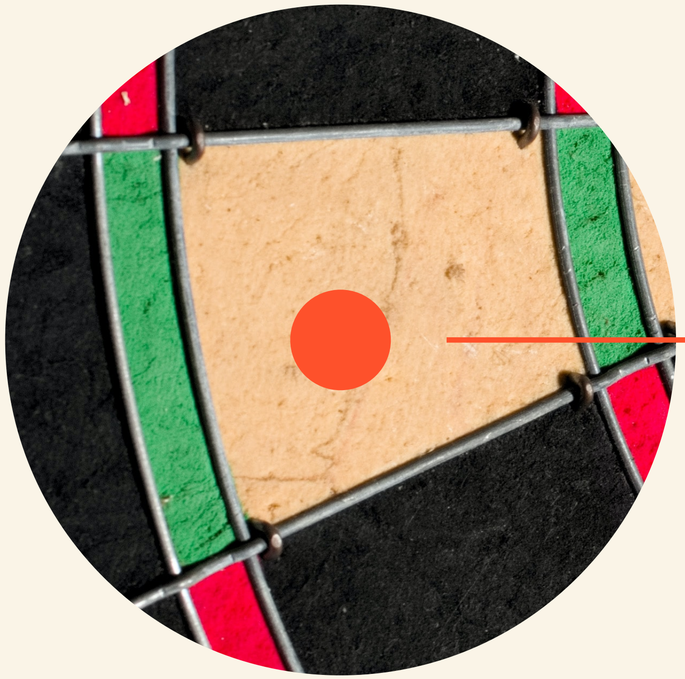
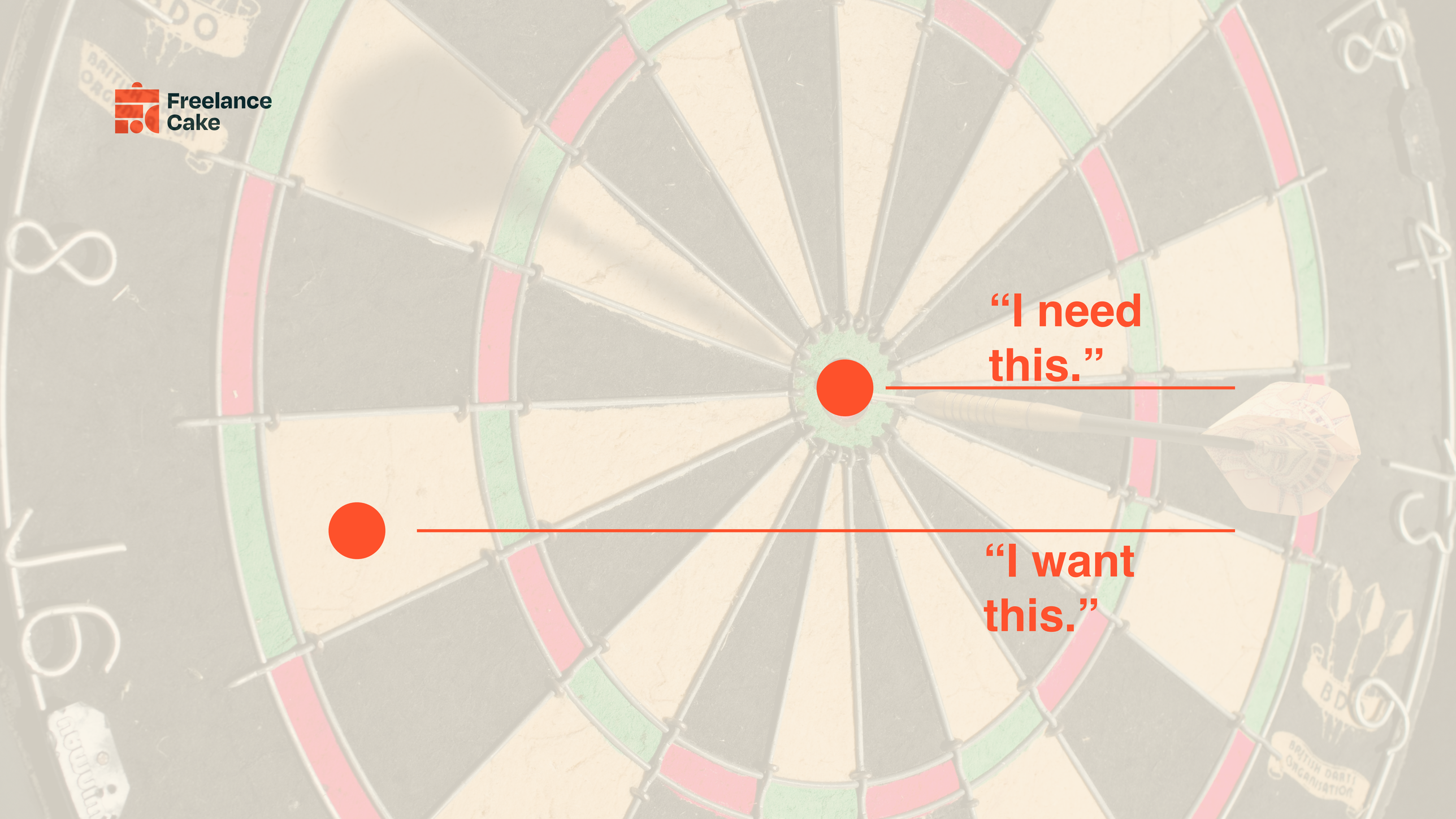


Client’s Initial Request

“I want this.”

BRITISH DARTS ORGANISATION
BRITISH DARTS ORGANISATION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Cake
“I need
this.”
“I want
this.”

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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.

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Pieces You Need

- Offer
- Onboarding Questionnaire
- Agenda
- Consulting Questions
- Notes + Report Template with optional proposal section

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Offer

All of our new client relationships get started the same way:
a formal Roadmapping session.

WHAT IS ROADMAPPING?

Glad you asked.

We spend 90 minutes answering a series of questions—peeling the layers off the onion, so to speak—in order to help you gain clarity, set direction, and identify next steps.

Maybe your marketing isn't working, and you feel stuck.
Maybe your software developer keeps missing deadlines. You're not sure how to remedy the situation.
Maybe you need to hire two new sales reps, but you can't find good candidates.

We can troubleshoot expensive business problems and find the way forward.

We will send you away with a Roadmap that you can use—whether or not you choose to engage us for implementation.

Examples of Past Roadmapping Sessions

Media Production Company

Outlining minimum marketable feature set for photo editing app in order to get accurate quotes from dev shops

Registered Investment Advisor

Scoping out website redesign project in order to not overspend

Attorney

Improving branding and positioning so that he could get more clients

Agency Owner

Developing personal brand and curating executive story so that he could generate more high-value client leads for his various businesses

Higher Ed Consultant

Designing strategy to get more speaking gigs because that's where the principal really wanted to grow her business

Entrepreneur & Tech Consultant

Creating Table of Contents for LinkedIn blogging to build awareness for his coding bootcamps

iOS Dev Agency

Developing content strategy for website redesign, blog, internal process documents, and lead magnet

https://wunderbarworks.com/hire/

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Onboarding Questions*

What is your name?

What is your preferred email address?

Are you the primary decision-maker for this project?

Can you tell me a bit about the current state of your business, including what kind of work do you do and what do you sell?

What's special about your business or company?

What kind of marketing are you currently doing, if any, and from where does most of your new business come?

What business case led you to reach out to Wunderbar?

Do you currently have a budget to invest in business growth, and if so, which model best suits your needs?

When are you wanting to get started?

Is there anything else you'd like to tell us?

*https://austinlchurch.typeform.com/to/ByRxZ4

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Agenda = Their Answers + Followup Questions

“In the questionnaire, you said [fill in the blank]. Is that still the case?”

“Which part would you like to focus on in this session?”

“And which part of that?”

“Let me put you on pause for a second. This seems to be a new direction. Do you want to go this new direction or stick to original subject?”

“Can you help me see how that connects to the outcome you’re after?”

“What would you like do see happen? What does a home run look like in this situation?”

“So if we were to get you some clarity around that, then you’d walk away feeling good about our time together today?”

*https://bit.ly/22consultingquestions

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Overview

Karla Regular Lorem ipsum dolor sit amet, cu per dicat euismod bonorum, ne mazim tritani commune eum. Est id aperiam equidem, ea eum justo laudem dolores. Ea laudem denique voluptatibus his, everti conclusionemque vix at. An cum sale laudem. Sensibus pericula duo ne.

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PRIORITY

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High-Level Strategic Takeaway

1. **Bullet Points with arrows** → Lorem ipsum dolor sit amet.
2. **Point two with arrows** → Lorem ipsum dolor sit amet, cu per dicat euismod bonorum, ne mazim tritani commune eum.

https://bit.ly/projectroadmappingreporttemplate

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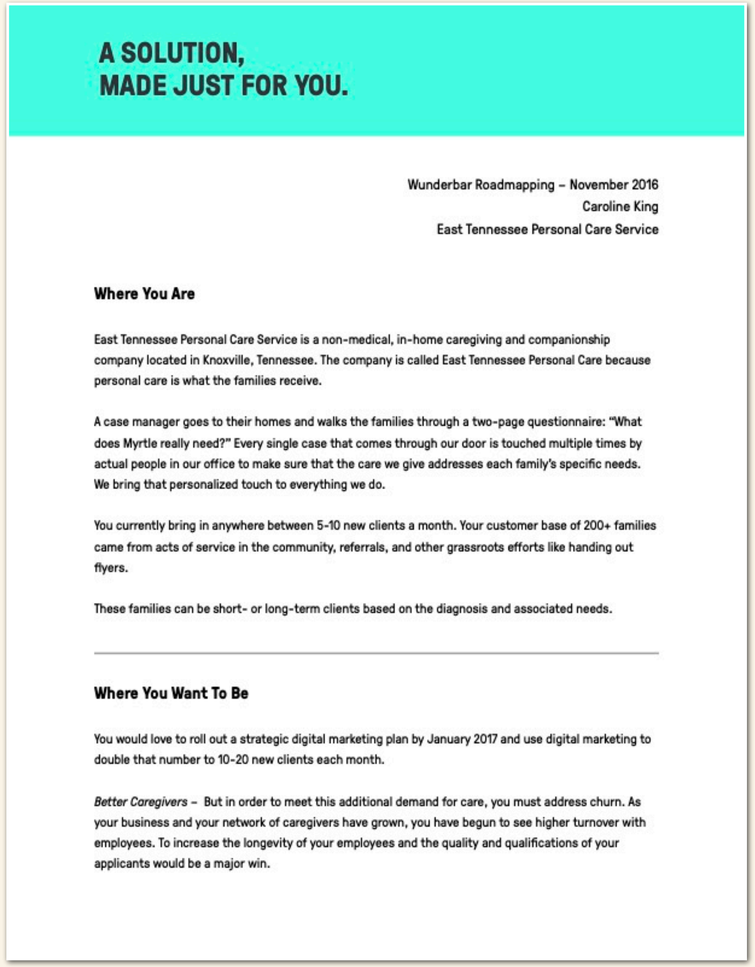
Paid Discovery - ETPCS

- 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.

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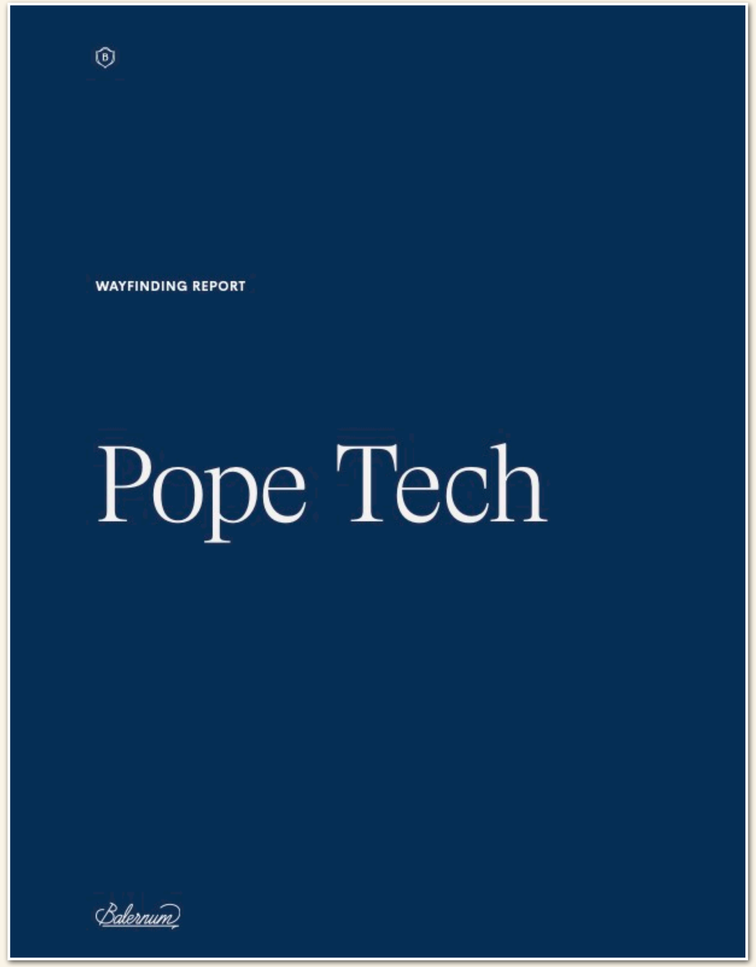
Paid Discovery - Pope Tech

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



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Best Way to Start

Sell one 90-minute Project Roadmapping session.

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Flavor 2

Content & Copy, incl. web, email, social, blogging, thought leadership

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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.

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Pieces You Need

- Offer
- Content Roadmapping Questions
- Notes + Report Template with optional proposal section

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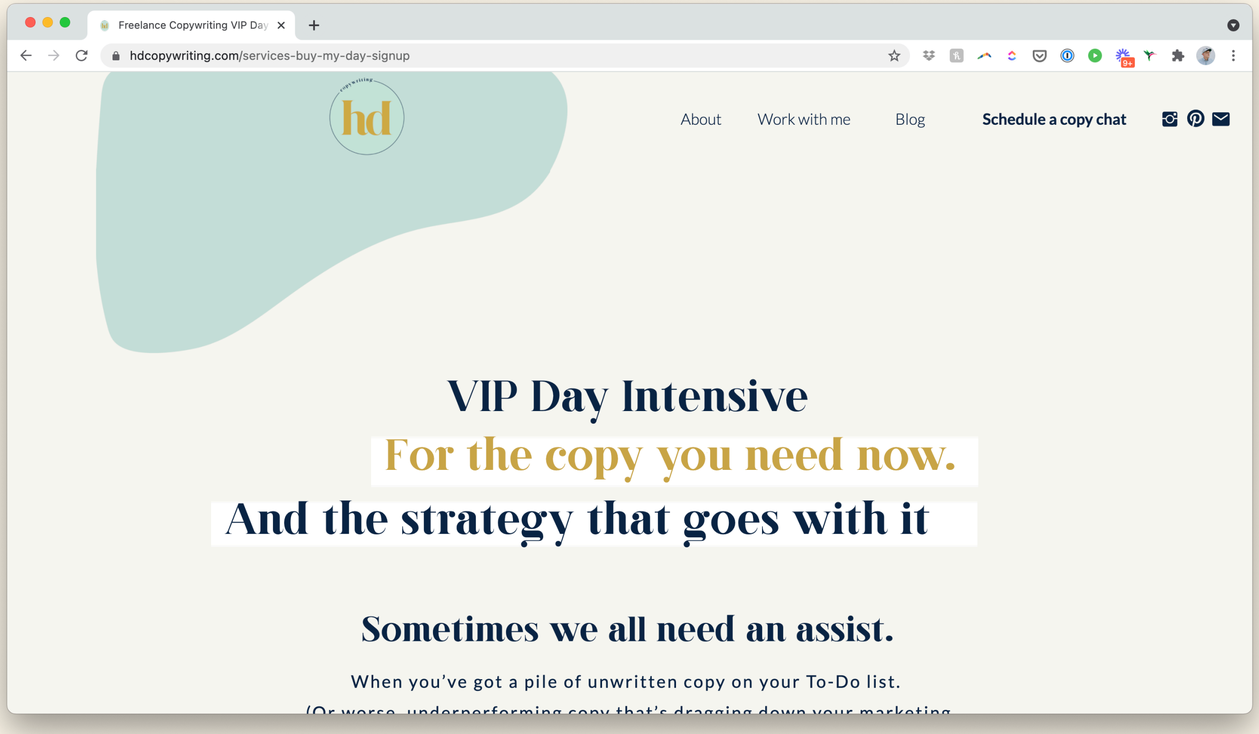
Offer



https://hdcopywriting.com/services-buy-my-day-signup

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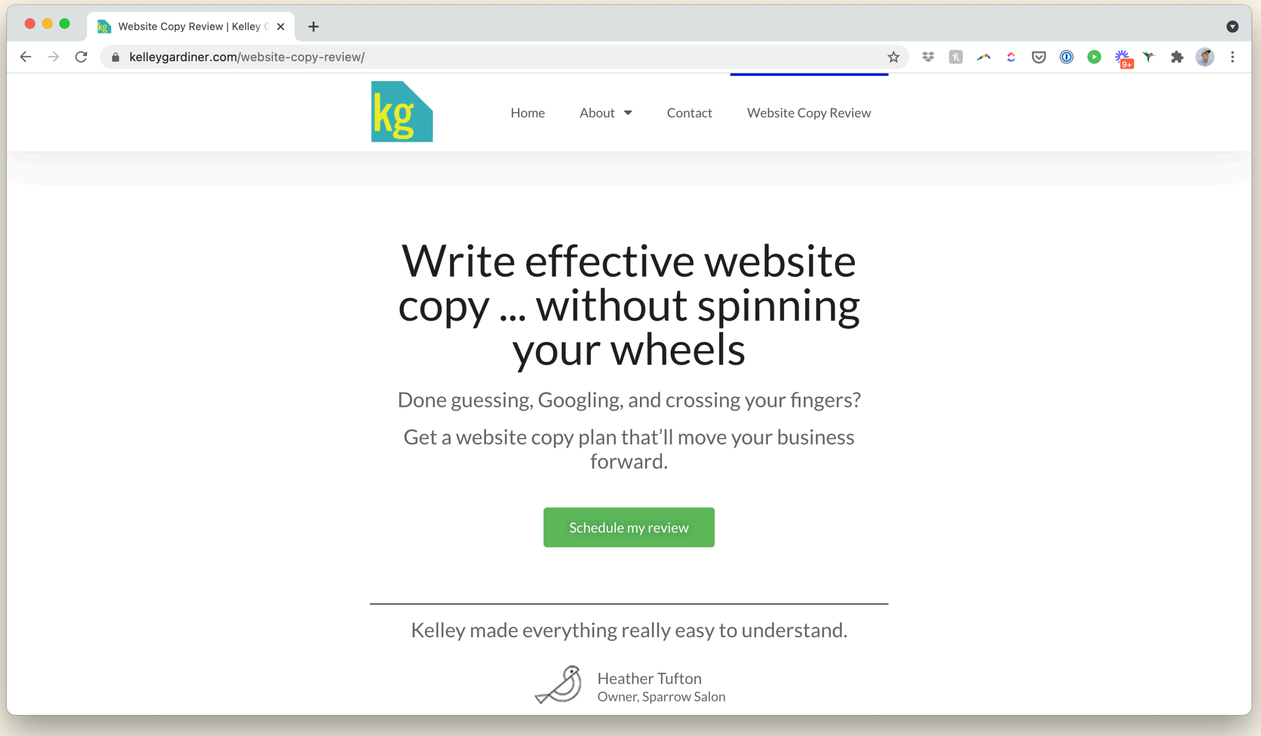
Offer



https://www.kelleygardiner.com/work-with-me/

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Content Roadmapping Questions*

What questions do your clients ask most often? Brainstorm a list of 20.

What do you want to be known for?

What stories do you often tell to illustrate a business principle?

What advice do you give all the time?

What do you find yourself saying over and over again, like a broken record, both to people at your company and to your clients?

What is one thing you wish you'd known before you got started in this industry?

*https://bit.ly/contentroadmappingquestions

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Report Template

- Goals
- Competitors
- Audience
- Important Aspects of Client’s Story (10 ideas total)
- Client’s Unfair Advantage (28 ideas total)
- Resources
- Optional: Proposal Section
- Total Pages: 4

company. I want to kill two birds with one stone. I also want someone to organically reach out to me to consult with their boot camp or to speak at their conference. A home run would be if someone called me on the phone and said, “Hey, I’d love for you to speak at this event…..”

We don’t currently have any obstacles, but not building our brand would mean that interested parties will talk to other bootcamp founders. For us to fill one niche means one less slot for a competitor. So the best way to protect against competitors is to do what we do really well and get the message out.

// Competitors //

- Galvanize – http://www.galvanize.com/courses/
- Flatiron Coding – https://flatironschool.com/
- Dev Bootcamp – https://devbootcamp.com/
- Hack Reactor – http://www.hackreactor.com/
- Iron Yard – https://www.theironyard.com/
- Course Report https://www.coursereport.com/

// Audience //

1. Potential Students
    a. Ryan – living in a wine cellar in a sleeping bag, trying to get married and her whole family was against him; doing accounting and decided to have a career change; came to the bootcamp; had no coding experience; first line of code he wrote was the first day of class; placed him at a job **12 weeks later making $70K**; underemployed; I’m getting respect.
    b. If you’re just here to make money, you’re probably not a good fit. Because this stuff is hard work.
    c. I like to solve problems. I like to see things work. I love solving problems and eureka! moments. I’ll sit in a chair for 12 hours because I want to make it work.
    d. Intellectual curiosity
    e. Pride in craftsmanship
    f. Love of creation; building software is intrinsically rewarding
    g. Freedom and flexibility (job opportunities because everyone needs software!)
2. Potential employers who want to hire our students
3. Entrepreneurship in general (e.g., someone who wants us to help launch their startup)

// Important Aspects of Bobby’s Story //

- I am passionate about helping others.
- I wanted to build a company where we could put the programmer first because they’re really the rockstars of the organization.
- I want to give people a chance to make an important change.

- The American Dream is for everybody. It starts with doing something and showing your value to potential customers. And you get paid along the way. If you have skills and apply them in this country, you can be successful.
- One of the things I’m really big into is creating value for customers.
- I started out at DeVry as computer science and then transferred UNCG I have a degree in finance and risk management.
- Post-college, I am self-taught. You have to be because technologies become antiquated.
- Millennials are looking around and waiting for something to happen. They are waiting for someone to hire them. They are waiting to graduate and waiting for their lives to start. But success is all about being proactive: “Why do I have to accept the notion that it takes four years to do anything?” Go get yourself hired.
    - Proactiveness/taking initiative
    - Looking for solutions/solving problems
    - Not waiting for someone to tell you what to do
    - Be proactive
    - Fix things without being told
- Pay it forward. Invest in people in a positive way, not a negative way, in your sphere of influence. I want to be known as the person who helps people achieve their goals.
- You *can* help people just to help them. Everything doesn’t have to be a business deal. Serve your network instead of just consuming it. *Never Eat Alone*.

// Bobby’s Unfair Advantage //

I’m an alpha competitor: I really like to win. That drives me to do things that normal people won’t do, especially in small business where half the time, half the battle is showing up. Most people aren’t willing to put in the work.

// Topics //

- Frontier Airlines story – Customer service isn’t free, but it should be. They’re nicer to you if you pay more. You can be nice to all your customers. Customer service should always be rule #1. Frontier was a really terrible experience. If you’re nice to people, you’ll get more customers that way.
- Focus on value, not price – How are you going to change the customer? How does your customer derive value from this? Creating value rather than extracting profit.
- How coding bootcamp students (new developers) can pursue jobs and reach their goals – When I find a student in Yellow group in the middle of the class; are you going to let this opportunity slide away or are you going to rise up and get it done? Coaching and mentoring. Some people FAIL OUT… People fail for multiple reasons… They’ll give us $14,000 and don’t come to class. Imposter Syndrome… People get frozen by fear and don’t think they’re good enough… You’ve got a portfolio of projects! You’re not an imposter. You’ve got more than most people who interview.
- The One Thing You Wish You’d Known Before You Got Into Coding – I would have started my business sooner. I was coding from ‘94-2002. I would have jumped that ship in ‘95. Freedom and creativity to do what you want to do the way you want to do it. For me you can take as many risks as you want. When you’re in corporate America, you have to back everything up and make it a win-win. More constraints…
- Your Frustrations with Your Industry
    - Main goal is to drive tuition; will take anybody who will sign for the class into their course. Good bootcamps are more discerning. We don’t want to be predatory. We’re only bringing in people who we know we can place because we have to do placements. It hurts us to not be picky. Predatory nature of filling classes…

    - Rails is easier to teach. Maybe Rails is big in San Francisco. And you only have to use one language. But why don’t you learn to do the harder work? What kinds of developers and technologists do companies in your area really need? How can I increase the likelihood of placements by filling real felt needs? Again, driving the value to customers… Learning the wrong language.
    - Being sold on the outcome and not thinking, “Can I pass this test?” Some people don’t have the temperament and patience to sit all day and figure something out. Coding isn’t for everybody. Not everybody wants to. Not a vision for somebody’s well-being. You need to think about whether this person will thrive as a software developer. Sitting in the office, longing for the outside, wishing you could climb that mountain, hike that trail.
- The American Express story – Snowed 24” while I was in the basement. Early 2000s. Cell phones like we know them didn’t really exist. If you find yourself losing time because you’re so absorbed by the problem…
- Your Customer’s Frustrations with People like You – Programmers and developers get a bad rap for bogging down the business. We have technical skills; we know something that they do. They hold businesses hostage: “Don’t question me. If I told you, you wouldn’t understand. They think they value is in the code, when they should think about adding to the business. People who don’t know how to code aren’t stupid.
- How to Get a Job – Rule #1… don’t wear flip flops at an interview
- Interview Tips for Coders – Don’t insult the company; how you’ll fix their problems; why their stupid; demonstrate your skills in a visible way; showing a portfolio and show your work
- Professionalism for Software Developers
- How to Pick a Coding School
    - #1 Choose your bootcamp by an in-demand technology.
    - Go to Indeed.com and look up jobs that are hot right now.
    - Businesswire isn’t the place to look. Look at where the jobs are.
    - #2 look at bootcamps that have a dedicated interest in your outcome. Do they care if you graduate and get a job?
    - #3 Is it challenging and hard?
    - #4 Will you walk away with a portfolio or “demonstrable expertise? Something that’s tangible
    - #5 How reputable and experienced are the coding staff? Look at their bios. Did s/he work in the industry for awhile?
- 7 Ways to Know If You’re Ready to Code
- What to do if your coding school is deficient?
- The Definitive Guide to Acing Code School & Getting An Awesome Job
    - Show up.
    - Work hard.
    - Work late.
    - Stack matters. What you do, how you do it, who you do it with matters.
- Who should become a coder?

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Best Way to Start

Sell one 90-minute Content Roadmapping session.

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Flavor 3

Brand / Positioning / Messaging

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Problems Solved for Clients

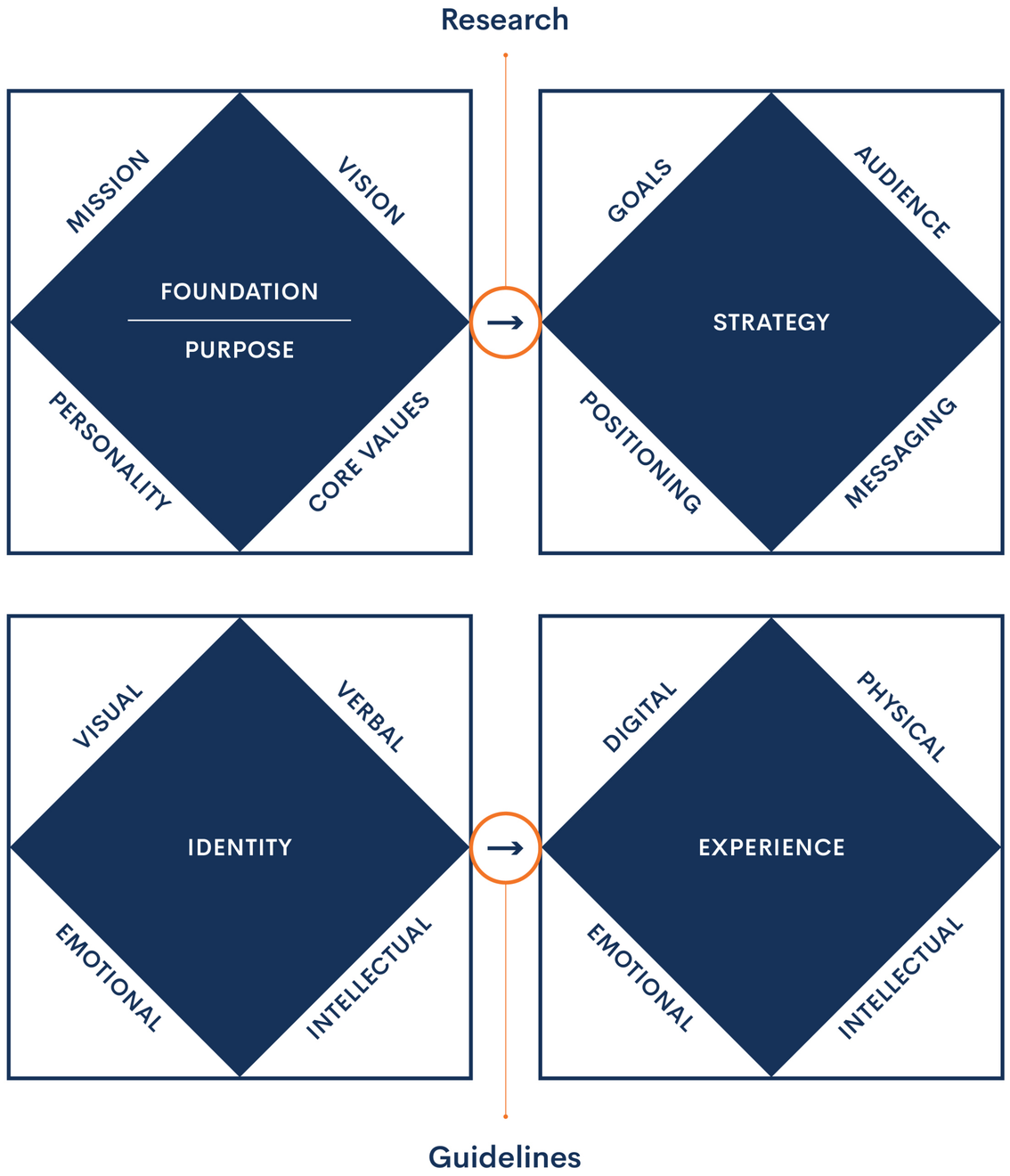
Define what the brand is.

Create the brand strategy.

Help the client make on-brand decisions.

Grow the clients' confidence in their ability to operate and grow the brand in the real world.

Brands have four essential building blocks.



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Pieces You Need

- Offer
- Branding Questionnaire
- Agenda
- Notes + Report Template with optional proposal section

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3-Hour Brand Sprint – Maker City Church

- 20-Year Timeline
- Simon Sinek’s Golden Circle (What, Why, How)
- Top 3 Values
- Top 3 Audiences
- Personality Slides
- Competitive Landscape
- Total Exercises: 6

DIY Guide: https://library.gv.com/the-three-hour-brand-sprint-3ccabf4b768a

1-Day Brand Sprints

Service professionals in crowded markets book a sprint with me when they need actionable brand strategy and don’t want to wait months.

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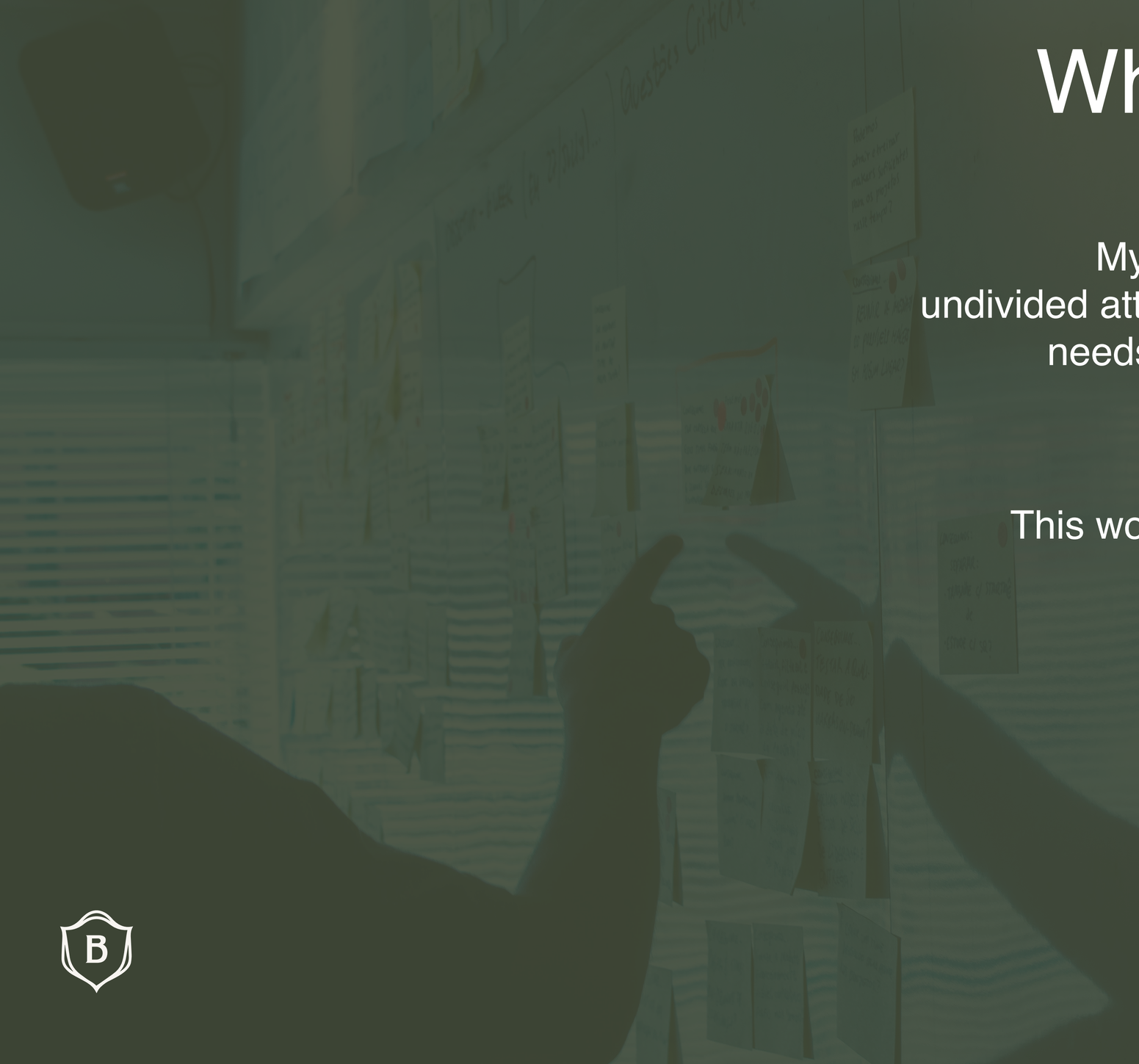

What is a 1-Day Sprint?

My sprints are single days where I give undivided attention to your branding and strategy needs. Each sprint is designed to achieve maximum results in minimum time.

This works particularly well if you’re working inside a tight timeframe.

BRANDING & STRATEGY

Why do I offer 1-Day Sprints?

→ To work with tight timelines. Business can move really fast, and many leaders can’t wait months for stakeholder interviews and comprehensive brand strategy. Let’s do it in a day instead.

→ To stay efficient. Unanticipated delays, dozens of email threads, and moving targets dampen the enthusiasm of both parties. Let’s focus instead on crossing off one or two top priorities.

→ To accommodate diverse needs. Many leaders need a mix of planning, branding, and strategy. Instead of a beefy proposal, you get a flat price. And we’ll use the pre-sprint Kickoff Call to make a gameplan.

→ To keep things simple. As proud as I am of Balernum’s complete brand development methodology, service professionals can usually get away with a less rigorous and complex process.

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Branding Questionnaire

*https://balernum.typeform.com/to/bQS6XBtS

*https://bit.ly/9essentialquestions

*https://bit.ly/9essentialquestions

What is the reason your organization exists? Beyond generating profit, what motivates you and your team to serve your customers?

What do you want to be known for? What is the bold rallying cry that will inspire your employees to give their best to the business and to customers?

What are the 5-6 operating principles that guide how your brand treats team members, customers, and other people?

What are 3-5 adjectives that describe how you want your brand to be perceived?

What are the wants, needs, goals, fears, and objections (to buying your products or services) of a real person in your target audience?

And so on…

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Sample Agenda

- Brand Purpose
- Brand Values / Operating Principles
- Brand Goals
- Client Diary (Pains & Wants)
- Two Customer Avatars (Frustrated Avatar, Future-Based Hero)
- Key Differentiators
- Value Proposition
- Messaging Pillars
- Wordbank (words, phases, ideas)
- Visual Language Exercise

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Brand Book Template

Brand Purpose

Brand Values / Operating Principles

Brand Goals

Client Diary (Pains & Wants)

Two Customer Avatars (Frustrated Avatar, Future-Based Hero)

Key Differentiators

Value Proposition

Messaging Pillars

Wordbank (words, phases, ideas)

Visual Language Exercise

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Best Way to Start

Sell a 3-hour brand sprint.

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Flavor 4

Web / Conversion / Funnel

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Problems Solved for Clients

Figure out the client's goals for the website or funnel—i.e., what conversion looks like.

Clarify the sequence of steps or actions for potential customers.

Figure out what customers need to know to take each step—questions that need to be answered; objections that need to be addressed.

Decide on the call to action at each step.

Get outside perspective from a domain expert.

Clearly define this entire flow.

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Pieces You Need

- Offer
- Questions
- Notes + Report Template with optional proposal section

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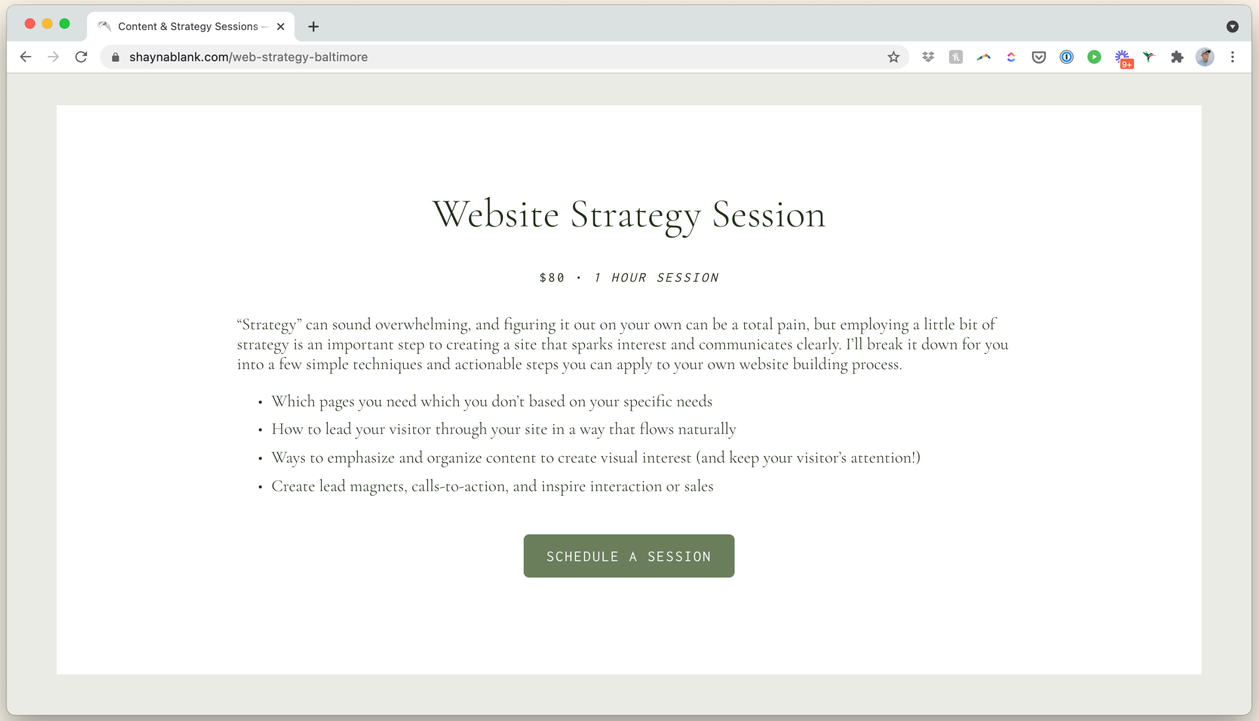
Offer



https://hdcopywriting.com/services-buy-my-day-signup

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Questions

What are your goals?

What is the sitemap? What are the stages in the funnel?

How do you define “conversion”?

What goals do your prospects have?

What questions need to be answered?
What objections need to be addressed?

What emotions do you want to invoke?

What is the call to action at each step?

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Report Template

What are your goals?

What is the sitemap? What are the stages in the funnel?

How do you define “conversion”?

What goals do your prospects have?

What questions need to be answered?
What objections need to be addressed?

What emotions do you want to invoke?

What is the call to action at each step?

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Best Way to Start

Sell a 1-hour Strategy Session.

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Let’s take it one step at a time.

Juicy offers are easier to sell than generic services.

The main thing you do is ask questions.

You enrich their ideas with your perspective.

The agenda and your notes become the report.

You can start small.

Your confidence will grow through doing.

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What Upcoming Sessions Cover

Session 3 – Strategy Flavors 5-9

Session 4 – Marketing & Selling Strategy

Session 5 – Leading Effective Strategy Sessions

Session 6 – Avoiding Pitfalls + Getting Started

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Session 2 Assignment

Capture your first impressions.

- Which type of strategy do you find most enticing so far?
- Which type of strategy do you think you can sell once you have an offer and well-defined structure?
- Which type is intriguing but would be more of a stretch?