

Organic Marketing & Irresistible Offer Creation Workshop – Downloadable Workbook


Presented by:



BREAKTHROUGH
DIGITAL MARKETING

Organic Marketing

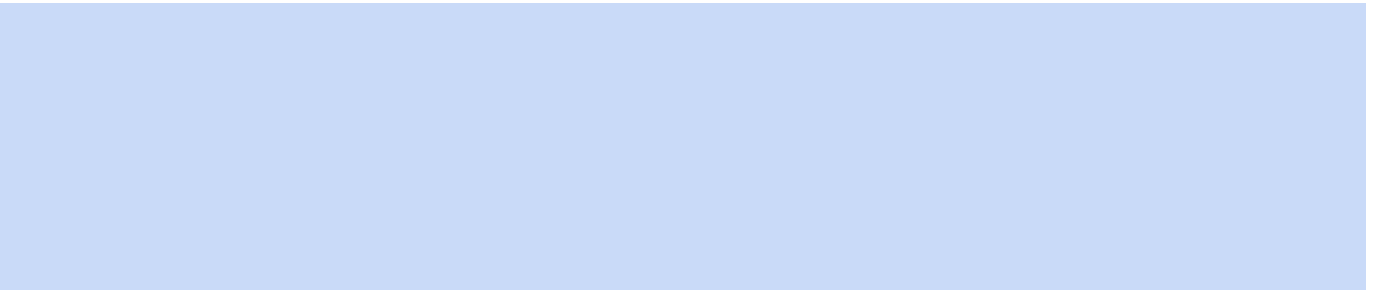
What is your ultimate vision for your business?



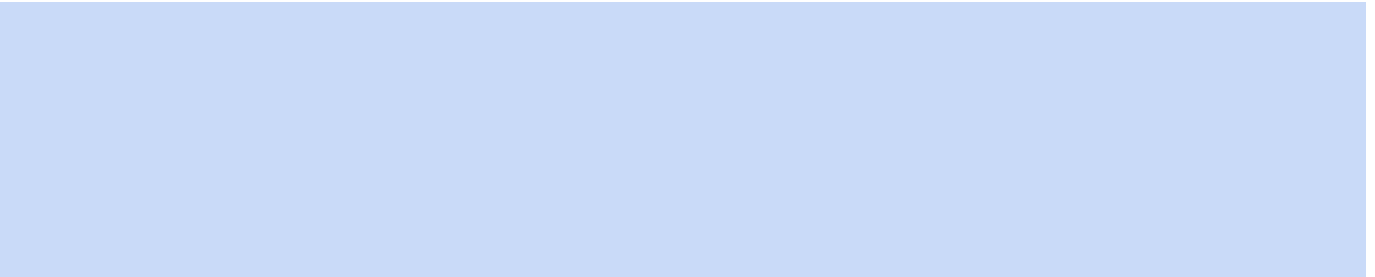
Why do you want to do this? What's in it for your audience? What's in it for you?



Who would you like to reach with your content?



What message do you want them to know?



What type of content could you create that is parallel to your offers? Ex. "3 tips to improve your relationship with your spouse"



In 1-2 short paragraphs, share your story and/or the story behind your business.

What does your audience dream about? What do they aspire to?

What do they fear the most? What challenges keep them up at night?

How can you convey this in your content, in order for your audience to feel deeply understood?

3 Ways to grow a Business:

1. Increase the number of customers - How many people buy from you.
2. Increase the average purchase value \$ - How much they spend with you.
3. Increase the frequency of purchase - How often they buy.

Brainstorm 2-3 ways that you can grow your business, either by increasing the number of customers, the average purchase value, or the frequency of purchase.



Picking the Right Market

1. Pain - Do they have a pain point that you can help solve?
2. Purchasing power - Do they have access to the amount of money needed to afford your services at the price you require to make it worth your time?
3. Easy to Find - Think of groups of people you can find easily in large groups in associations, memberships, clubs, etc. Ex: Entrepreneurs, business owners, nurses, new mothers, etc.
4. Growing vs. Declining markets - Choose a market that is growing, or at the very least not dying, to make the process easier.

Offer Creation

Write out your offer:

- Pick your result - The What

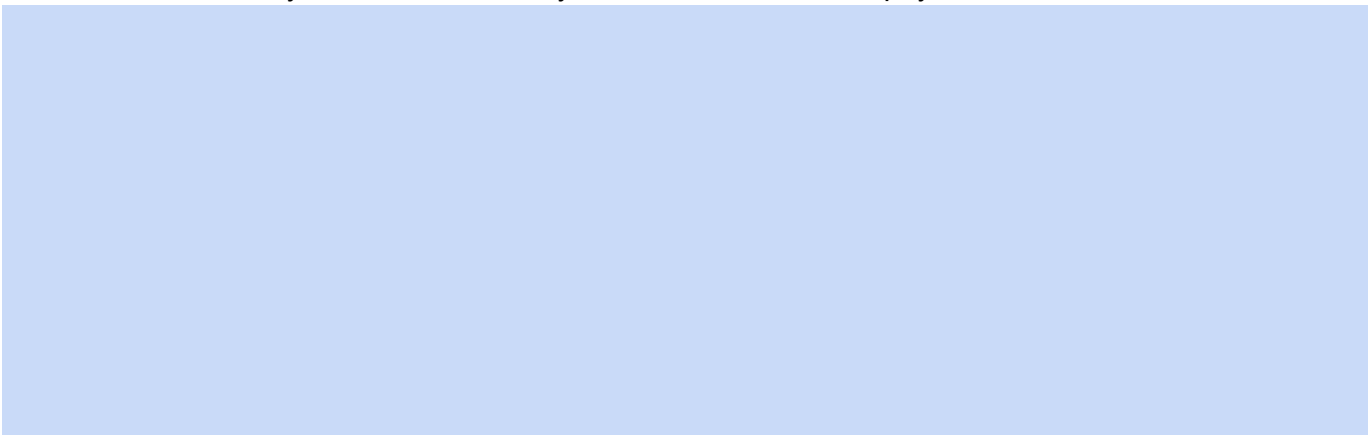
- Pick who you want to help - The Who

Ex: "I help coaches (Who) get clients (What)"



- Pick your why - WHY must they pay to achieve the desired result?

Ex: "So they never have to worry about where their next paycheck will come from."

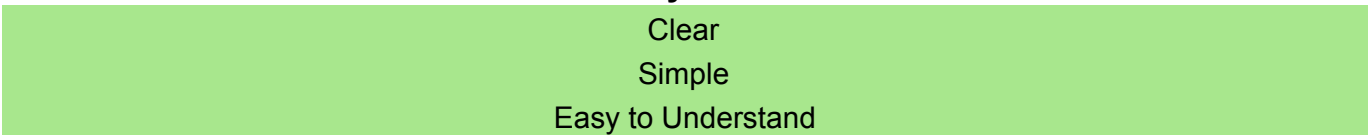


Make sure your offer is:

Clear

Simple

Easy to Understand



What outcome does your solution provide? What is the value of that outcome to your clients?

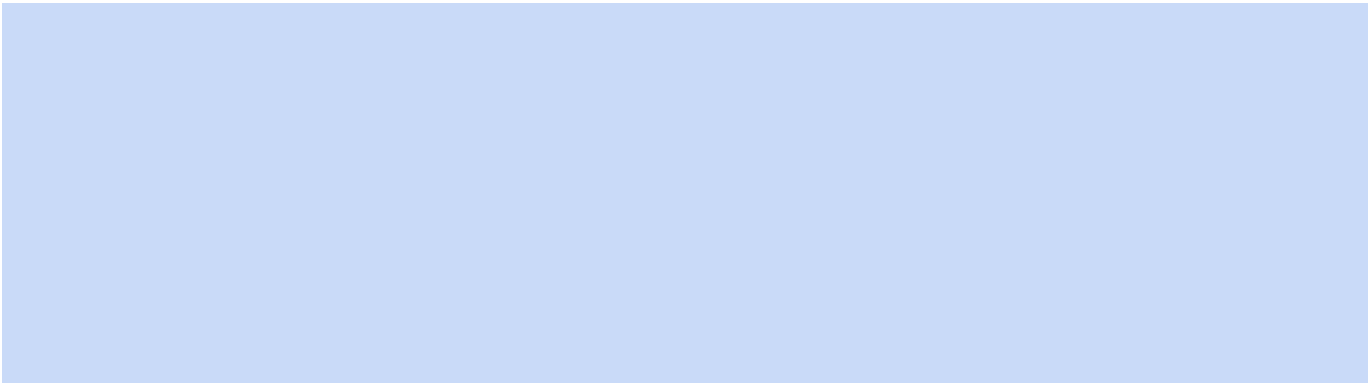
Examples:

- Helping clients save their marriage
- Helping clients live longer through improved health & wellness
- Helping clients create life-changing wealth



Practice making your offer to 10 people over the next week.

Use their feedback as market research to see what needs to be improved on in your offer - Can you word something differently? Simplify the offer further?



**If your offer is not sticking
with your audience, make
the offer better.**

How can you stack your offer with so much value that people are happy to pay for it?

