

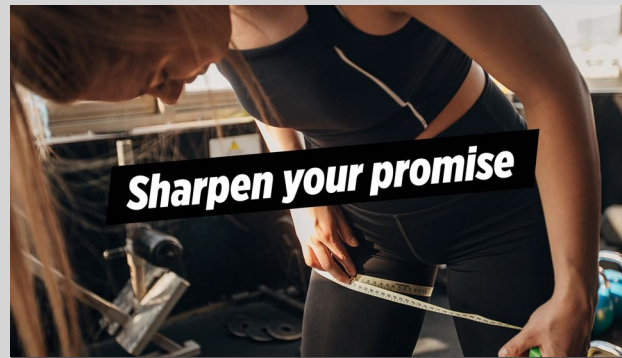
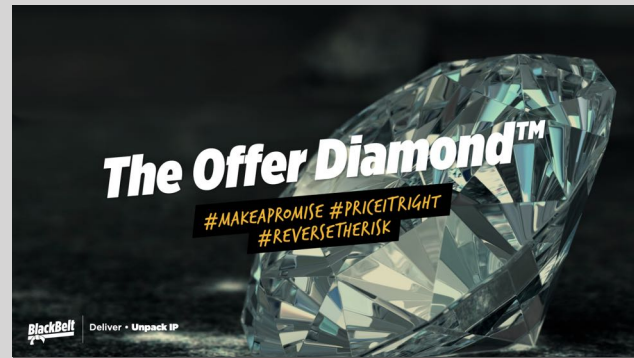


The Offer Diamond™

**#MAKEAPROMISE #PRICEITRIGHT
#REVERSEHERISK**

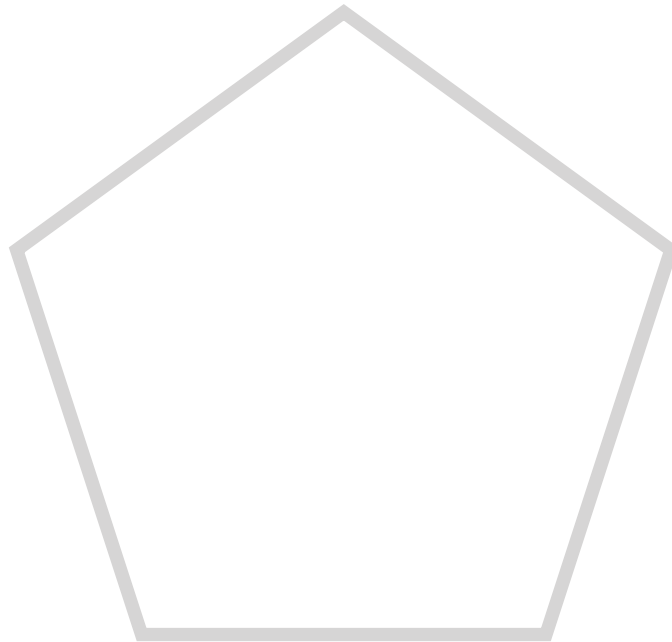
The Risk:Reward Ratio™







The Offer Diamond™



Name Your Product™

Best Practice	Examples	Current	Ideas
<ul style="list-style-type: none">• One word• Easy to identify• Clear trumps cute• I want that	<ul style="list-style-type: none">• 5 Hour Energy• CLIENTS• The \$10K Coach• Scale• Million Dollar Badass		
		Insight	

The Product Handle

	Technical Words	Top 3 Keywords	Top 3 Technical Words
Description What is it?	<ul style="list-style-type: none"> • Advantage • Analysis • Approach • Audit • Blueprint • Booster • Builder • Cheatsheet • Checklist • Expander • Experience • Focuser • Formula • Game plan • Guide • Matrix • Maximiser • Method • Model • Navigator • Network • Planner • Process • Progression • Profile • Program • Report • Session • Snapshot • System • Technique • Template 		
Benefit How are people better off?			
Metaphor What's it like?			
		The Final Version The _____ TM	

The Program Promise™

Goal	Examples	Current	Ideas
<ul style="list-style-type: none"> • Specific result • Set timeframe • Small promises • Aspirational 	<ul style="list-style-type: none"> • Thin thighs in 30 days • CLIENTS • 20-day New Patient Bootcamp • Million Dollar Coach • \$10K in 10 weeks 	It's designed to ...	
		Insight	

The Pricing Hacks™

Best Practice	Examples	Current	Ideas
<ul style="list-style-type: none"> • ROI • Pay plan language • Align with outcomes • 3's and 5's 	<ul style="list-style-type: none"> • \$600/week • \$20K PIF or \$2K/month • \$1,500, \$2,000, \$2,400 	<div></div> <div>Insight</div>	



The Scarcity Engine™

Best Practice	Examples	Current	Ideas
<ul style="list-style-type: none"> • Lower supply to increase demand • Chunk down the milestones • Fast action bonuses • Sell past the close • No fake scarcity 	<ul style="list-style-type: none"> • 10 spots in CMM Pro • The first 5 get ... • We start on Tuesday • Our next intake is August 4 	<div data-bbox="1120 815 1583 1366">Insight</div>	

The Bonus Builder™

Best Practice	Examples	Current	Ideas
<ul style="list-style-type: none"> • Congruence • Accelerators, objection overcomers • Sales and intimacy opportunities • Reward fast action 	<ul style="list-style-type: none"> • 1:1, small group call • Done for you: Sidekick • Tools: CMM, website • Scripts and templates: webinar template 	<div data-bbox="1122 268 1588 810"></div> <div data-bbox="1122 818 1588 1366"> Insight </div>	



The Risk Reversers™

Best Practice	Examples	Current	Ideas
<ul style="list-style-type: none"> • Reward good behaviour • Action based • No questions asked • Make it safe to start 	<ul style="list-style-type: none"> • Rob Nixon: \$300K in extra profit every year provided you X, Y, Z • I'll buy it back from you at full price — and give you \$10 for a plate of tacos • 120 day “one full cycle” Love It Or Leave It 	<div data-bbox="1120 268 1583 810"></div> <div data-bbox="1120 818 1583 1366"> <p>Insight</p> </div>	



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Next ...

Name

Date

Takeaways

Actions

Communications

The Summit Sessions • **September 2021**