



BOLD Qualifier Content

Who is even qualified to work with you? It's time to get BOLD so you call in your perfect-fit clients.

(This is an important part of Direct Offer Content [including your sales/landing pages])

Step 1: What is your direct offer? We want you to be selling NOW!

****Note** - “selling” here can mean different things: selling a service, selling who you are as a person, selling people a new idea/way of being or thinking, suite of freebies (WS, Optin, Strategy Call)

SELL:

Step 2: Your ideal clients - the ones who will get the best results - must have some things in place to work with you. (You are not for everyone.)

Seed Ideas: Which clients have you worked with in the past SOARED and could SING YOUR PRAISES? We will start here. List their names and let's figure out what made them READY to work with you?

Step 3: Outline your content.

- Say what is. 3 BOLD Qualifiers
 - Qualifier 1:
 - Qualifier 2:
 - Qualifier 3:

Wording:

Ex 1: Are you a good fit for the offer/workshop/retreat?

Ex 2: To get the best results, you must:

Ex 3: The clients who are a best fit for this offer/program/workshop have these things in place:

Step 4: CTA

Reference Examples:

- **Landing page for free workshop (see purple box, end of page):**
<https://mshannonhernandez.com/confidentmarketingws/>
- **Sales page for VIP Vacation (see purple box, right side, middle of the page):** <https://mshannonhernandez.com/vipvacationgroup/>