



Direct Offer Content

Learn how to stand boldly in your copy, so you can make a direct offer posts and call in your future clients.

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: Who is the perfect-fit for this offer? (Go back to your BOLD QUALIFIERS here - you’ve done this work already!)

Say what is. 3 BOLD Qualifiers

- Qualifier 1:
- Qualifier 2:
- Qualifier 3:

Step 3: What are the three results your perfect-fit clients will get from working with you in this offer?

- Result 1:
- Result 2:
- Result 3:

Step 4: CTA

Reference Example:

Email Subject Line: Need 3+ more clients?

Hello, <name>,

Do you have space to take on 3 more clients in the next 4 weeks?

If so, I would like to work with you in my VIP Day + 30 Day Implementation Experience. I have three spots open for this month.

You would be a great fit if:

- *You have developed a program/course/1:1 coaching that is ready to sell.*
- *You have client results that show how you have transformed their lives.*
- *You can take on at least 3 more clients in the next 4 weeks —and you want to experience more joy in your business/ marketing while attracting these clients*

During our work together, we will:

- *Determine if the program you are offering is in alignment with how you best show up to serve others and help them get results. If yes, we will review pricing and messaging and selling. If no, we will create something that you love!*
- *Determine the very best next steps for you to go sell three of your offers right out of the gate. I will teach you my selling strategy many have come to LOVE: Invitation Selling.*
- *Build a roadmap for your marketing strategy that is in alignment with your Content Personality and is a total joy to implement. We will work together over the next 30 days to implement the strategy, so you have a repeatable roadmap for your marketing!*

Sound good?

#LetsGo -----> Hit reply to get the convo started!

xo

Shannon