



Direct Offer Content - Using a Client Testimonial for Positioning

It's time to sell! Let's craft a piece of content that positions a client testimonial with your direct offer.

(Direct Offer Content)

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

**Note - this is a direct offer post. That means you are going to make a direct offer for a service and include those details in the post itself.

Step 2: GO DEEP. Share the details of your offer and who it is for and why your offer will help the right client. Be sure to include:

- Opening Line and Positioning the Specific Problem
 - Dan: Is this you? “I spent all this money on a website and copy. And I went to a photographer for my pictures. Yet, I am not getting any inquiries and calls.”
- Program Name
- Program Transformation: <https://contentpersonalityclub.com/courses/november-2022-outcome-result-messaging/>
- Program Duration

- Program Pricing
- Bust a common held belief
 - Dan: I can explain my way to clients. It's not about information, it's about presence. This is what powerful imagery can provide for you.
 - Daniela - Tango is too hard or too involved. [still to vague]
 - Claire: Healing takes months or years. When you work with me on alternate states of conscious, this is the key to healing. In three hours, you will experience relief and real healing.
- Testimonial to position the program results: <https://contentpersonalityclub.com/courses/april-2023-testimonials/>
- CTA

Step 3: Pull a client testimonial that is related to your offer. You will use that to position the results of working with you.

- Testimonial to position the program results: <https://contentpersonalityclub.com/courses/april-2023-testimonials/>

Step 4: CTA - what do you want people to do next? Comment, DM, book a call, buy/register?

Resources: Direct Offer + Client Testimonial

<https://www.facebook.com/maryshannon.hernandez/posts/pfbid0L3iy2dYX8Qwa1nb9o1KGDxo1DRf7AU7xjyPoatwurfCZkYHFFv3Q1rvXFZ44xDG4I>

