

Stephen (00:00):

Hello, welcome back. Let's start getting our hands dirty, in how we're going to build out the offer. First, let me, kind of step back a little bit about the purpose of why we're creating this offer, like conceptually and emotionally, how that's going to intersect with the list that you want to be able to build and grow and nurture. So here's what I mean by that is that right now, this is what your prospects are doing. And maybe even some of your clients, they feel like they're leaping over, you know, the chasm every single day. They're trying to leap from one side to the next and trying to get over all of these challenges, all of these risks, all of these threats within their business. And they're looking for solutions, they're looking for resources. They're looking for people like you, who are generous enough to share their smarts in a super transparent way that will help them bridge the gap.

Stephen (00:56):

Right? So instead of feeling like they're risking, you know, by jumping over from one side to the next, you can share your smarts with them and really provide a safety net, provide some instruction, provide some insights and wisdom so that it doesn't feel like a leap that doesn't feel like they're taking risks and that they can solve business challenges. Okay. So how do we start doing that? How can we structure that first? We do it by realizing that it's not about you, it's never, ever, ever about us. It's not, it is always, always, always 100% of the time about your prospects and clients. It's about you putting on this hat of authority and stepping into and sharing your smarts generously and not being afraid or concerned or apprehensive about giving away the best of what you've got. If you're going to provide them with truly a screaming cool value exchange, then you need to be confident enough that you're going to give away the best of what you have in a super generous way.

Stephen (02:04):

And they're going to react from that, or they're going to react to that in a way of saying holy bananas, if he or she was this generous and not asking for anything in return. Oh my gosh. I wonder what it would be like if we were working with them in some sort of paid capacity. Okay. So when we're creating a screaming cool value exchange, it's not something we're trying to persuade. Like we talked about before is where we're providing clarity and we're being super helpful in a generous way. Okay. So how do we get to that point though? Like knowing what we're going to build, the thing or the offer around the first thing? Oops, that's still, that's a little bit thick line there. The first thing to do, or that you could do is ask, just ask, ask your existing list, ask your clients, ask your prospects.

Stephen (02:57):

How could you be more helpful? Are there business challenges that they are dealing with, ask them to make a list. Some of them may intersect with your area of genius, your expertise, your smarts, some of them might not, but ask how you can be not, excuse me, let me rephrase that. Don't ask how you can be more helpful. Ask them about what they're dealing with in their business. So that's going to uncover some things opportunities for you to be helpful. And then the second piece is using your own knowledge of their niche. You know, their industry, some of the research that you may have done. So taking these two pieces, that's probably going to give you, actually not topics. Let's call these business. Geez, I can't spell today. Let's call these business challenges and there might be five top ones, right? And each of these intersect with your smarts, your area of expertise that you can confidently teach and share about some insights, some golden nuggets, something about each of those five, that would be helpful to your perspective audience, to your audience, to people who don't even know you yet.

Stephen (04:26):

But you can structure a screaming cool value exchange around those. Okay. So the first thing is to ask and then dig into your own experience of gosh, you know, when the, in the last couple of months and having conversations with prospects or even existing clients, I keep hearing this recurring theme over and over and over again. And if we run toward that problem, we could be super, super helpful with that problem. And, and if we do that, that could be awesome for our prospect and or our clients. Okay. So now you're starting to build out a topic list. So let's talk about how to structure that best in the actual thing. Like if it's an ebook or a checklist. Okay. So is really common that a business owner is going to take these five things and be super excited about these five things and think, oh my gosh, these five things, we could totally cover these five things.

Stephen (05:20):

And we could totally be helpful with these five things and we're going to do it all within this one thing within this one document within this one, ebook checklist, whatever. And that's the absolute, not the right thing to do unless they all knit together. So here's what I mean by that. Let's say that the five things are all financially, financially related and you happen to have an area of expertise and finance as it relates to your prospects or clients. Awesome. Then could you take those five things, knit them together into one screaming cool value exchange. Sure. But let's say that there's a finance thing or maybe a marketing thing and maybe an HR thing, and maybe your thing is leadership and you can add value to each of those functional areas within a business, but should you knit all of those things together within one document? Probably not. Or within one screaming cool value exchange? Probably not. So that's what I mean by this. When I say standalone, are they five standalone topics? Or could they be knitted together in one document because there's connected tissue. So you could put together one screaming, cool value exchange and knit all of them together. So it's really, really important that here again, just like I mentioned earlier, that we focus on clarity that we get super, super clear and don't expect one screaming, cool value exchange to solve all of the business issues actually have the discipline to create multiple screaming, cool value exchanges so that you can be super, super clear and super, super helpful on each one of the business challenges.

Stephen (06:56):

Okay. So that's how you should structure it together from a topic perspective. That's how you should find the topics, ask, search your experience, go back and think about the reoccurring themes over your last several meetings with clients and prospects, then decide if they're going to be standalone or if you're going to knit or knit them together, standalone each of those topics, or you're going to knit them together under one common theme because of the connected tissue between the topics. That's how you figure out how you're going to structure the offer. Now we're going to get into the, the kind of the getting our hands dirty of the actual design, structuring the call to action and so forth in the next videos. See you back there and then let's get started.