



ATOMIC

Your No-Brainer Offer

The workbook

Exercise 1

What is your offer? The basic concept.

Roughly speaking, what problem are you solving?

Who are you solving it for? Describe them in one sentence.

What kind of offer is it? e.g. a one-to-one coaching package, a done-for-you service package, a specific product



Exercise 2

Describe your ideal client's hell

This is a tried-and-tested exercise used in business and the health industries. The aim is to get into your client's head. To understand how they feel.

Brainstorm your ideal customer's vision of hell, in their words if possible:



Prompts:

- How do they describe their frustrations?
- What phrases do they use?
- How do they feel? Angry, disappointed, fed up, stuck?
- How does a typical day in their life go?
- How does this issue impact their life? Go deep!
- What do they wish could be possible?

Exercise 3

Now describe their idea of heaven

Brainstorm your ideal customer's vision of heaven, in their words.

Prompts:

- How would they feel if their problems were resolved?
- What would it enable them to do?
- What things in their life would be improved if their frustrations went away?
- How would their daily life be different?
- What phrases or analogies would they use to explain the transformation they've been through?
- What could they only dream of?
- Finish this sentence in their words: 'I now feel so...'

Exercise 4

Main frustration and benefit

What is their number one pain point from 'hell'?

What is their number one benefit from 'heaven'?

Exercise 5- Services

List out every element to your process

The categories are to prompt your thinking. There's no need to put something on every line.

Models, methods and processes	
Software, tools	
Cheatsheets, checklists and ebooks	
One-to-one activities	
Done-for-you activities	
Research and preparation	

Exercise 5- Products

List out every element to your product

The categories are to prompt your thinking. There's no need to put something on every line.

Ingredients/ materials	
Production methods	
After sales service	
Unusual features	
Business ethics, values, personality	

Exercise 6

What else do they need to know to make a decision?

What expectations will they have? Are you fitting in with them or not? If not, why not?

What misconceptions might they have about what you do?

What objections do they typically have? How would you handle these?

What questions do they tend to ask?

Exercise 7

What value would your ideal client put on the transformation?

What tangible benefits will they get? What is that worth to them?

What are the intangible benefits worth? Go wild with this one!

Exercise 8

What price do you feel comfortable with?

YOUR OFFER:

Promise:

Package:

Anything else they need to know before they can commit to buying:

9 Price:

Well done for putting together
your No-Brainer Offer!

Want to make sure it sells?

Download my **Will It Sell?**
checklist:

janinecoombes.co.uk/will-it-sell