

WORKSHEET

Your Values and Strengths

Shaping your offer

Let's begin giving form to your offer. *Deliberately.*

Too often our online offers are a *reaction*.

We react to what others are offering without thinking through whether their solutions will work for the people we want to serve — and for us.

Your offer has a few key objectives:

- It should use your **expertise** to deliver **transformation** for your audience
- It must reflect your **values** and **strengths**
- It's got to **fit within the existing marketplace** — and **find a way to stand out**

How to use this module

Want to create a new offer? Go through the exercises here.

Optimizing an existing offer? Put your offer through these exercises so you see where to make improvements.



Successful offers have these three components

There are three universal features to any successful offer:

1. A market of people who **need what the offer delivers.**
2. A market that's **aware it has a need and wants a solution as soon as possible.**
3. A market that **can pay for the solution.**

If any of these pieces are missing, your offer won't work well.

Let's look at these universal features one-by-one:

1. **No one needs the solution the offer delivers?** It's tempting to try to "create" a market. Don't do this! Keep searching for a market of people who want to pay for what the offer delivers. More on this below.

EXAMPLES:

- Your market needs to improve their vegetable intake. Kale and garlic smoothies will do the trick! Except ... no one is in the market for savory smoothies.
- Your market needs to get organized with their business finances. A daily financial check up will help! Except ... your market refuses to spend an hour looking at financial spreadsheets every day.
- Your market needs help with their copywriting. Weekly group coaching on sales copywriting would make a big difference! Except ... no one wants to talk about their copywriting in a group setting.

2. **Market is unaware it has a problem or has no urgency to solve it?** Don't give in to the temptation of "educating" your future market so they will want your solution. Instead, look for a market that is *intensely* aware of their problem — they experience the consequences of *not* having a solution on a regular basis.

EXAMPLES:

- Your market needs to improve their productivity. But they're not willing to invest in software or team members to solve the problem, and that's what you teach.
- Your market wants to earn more, but they don't want to look at their numbers and analyze them.
- Your market wants to improve their fitness levels but they refuse to make exercise a priority.

3. **Market can't afford the solution?** Again, steer clear! Instead, look for a market that is willing to invest in the solution.

EXAMPLES:

- Your market wants to excel in their careers but they are unwilling to invest in coaching around negotiating a raise or positioning themselves as the best candidate for a better job.
- Your market wants to build a successful online business but they believe they can read free blog posts and listen to podcasts and "figure it out."
- Your market believes that reading a book or getting advice from a family member is all they need to achieve their goals.

Remember, it's not your job to:

- Develop a market for your offer
- Educate your market about why they need your solution
- Explain to your market why they should pay to solve their problem

It's your job to find a market that's ready to buy.

Read on to identify how to combine your values and your strengths to create a unique offer.

How to weave your values into your offer

Let's make your offer a direct reflection of what matters most to you.

Mark the values that resonate with you in the list below. If needed, fill in values you don't see in the space below the list.

- | | | |
|---------------------------------------|---------------------------------------|---|
| <input type="checkbox"/> Authenticity | <input type="checkbox"/> Fun | <input type="checkbox"/> Optimism |
| <input type="checkbox"/> Adventure | <input type="checkbox"/> Growth | <input type="checkbox"/> Peace |
| <input type="checkbox"/> Authority | <input type="checkbox"/> Happiness | <input type="checkbox"/> Pleasure |
| <input type="checkbox"/> Balance | <input type="checkbox"/> High | <input type="checkbox"/> Recognition |
| <input type="checkbox"/> Beauty | <input type="checkbox"/> achievement | <input type="checkbox"/> Reputation |
| <input type="checkbox"/> Boldness | <input type="checkbox"/> Honesty | <input type="checkbox"/> Responsibility |
| <input type="checkbox"/> Compassion | <input type="checkbox"/> Independence | <input type="checkbox"/> Security |
| <input type="checkbox"/> Challenge | <input type="checkbox"/> Justice | <input type="checkbox"/> Service |
| <input type="checkbox"/> Citizenship | <input type="checkbox"/> Kindness | <input type="checkbox"/> Spirituality |
| <input type="checkbox"/> Community | <input type="checkbox"/> Leadership | <input type="checkbox"/> Stability |
| <input type="checkbox"/> Contribution | <input type="checkbox"/> Love | <input type="checkbox"/> Success |
| <input type="checkbox"/> Creativity | <input type="checkbox"/> Loyalty | <input type="checkbox"/> Trust- |
| <input type="checkbox"/> Curiosity | <input type="checkbox"/> Meaningful | <input type="checkbox"/> worthiness |
| <input type="checkbox"/> Fairness | <input type="checkbox"/> Work | <input type="checkbox"/> Wealth |
| <input type="checkbox"/> Faith | <input type="checkbox"/> Openness | <input type="checkbox"/> Wisdom |

Pick three. Of the values you marked, which are most important to you? List them here:

Think about the people you want to serve. Do they share the same values as you? How might their values be different? Spend a few minutes thinking about this and write your thoughts here:

Pinpoint your current strengths

You bring strengths and skills to the table! Let's identify them here.

Once we know what they are, we'll look at how to combine your **current strengths** and your **personal values** to create an offer that's unique to you.

Mark your current areas of strength — or your current skill set:*

Delivery styles

- ☐ In-person information delivery (live or virtual)
- ☐ Pre-recorded information delivery (virtual)
- ☐ Written
- ☐ Audio
- ☐ Video
- ☐ Live speaking
- ☐ Leading a group, hosting a panel discussion
- ☐ Other:

Information containers

- ☐ Workshops, live or prerecorded
- ☐ Courses, live or prerecorded
- ☐ Coaching, 1:1 or group
- ☐ Services: Project-based or on retainer
- ☐ Worksheets, checklists, guides
- ☐ Other:

*Are you looking at the list and thinking, “I don’t have any of those strengths right now!”

I bet you do! Look back at your life. What have you done that is similar to items on the list above?

We’re going to draw from your current strengths to develop an offer that builds on what you already do well.

Find the overlap between your values and your strengths

Let’s customize your offer so it reflects your values and draws on your values AND your strengths.

Doing this will help you create an offer that is unique because it will be a reflection of YOU — and no one else.

Go back to your **top three values**. Look at your **current strengths**.

Use the space on the next page to think about how you can combine these elements.

Combine them with the **three elements every successful offer must have** (a market that has a problem, wants to solve it, and can invest in the solution).

EXAMPLES to inspire your thinking:

MARKET WITH A PROBLEM	VALUES	STRENGTH
Mid-level executives who want to ascend the corporate ladder	Contribution Honesty Optimism	Live speaking Writing Workshops
Offer live (virtual or in-person) workshops for mid-level executives who want support, guidance, and a path to follow so they can ascend the corporate ladder.		

MARKET WITH A PROBLEM	VALUES	STRENGTH
Small business owners who don't have time to manage their marketing	Balance Curiosity Loyalty	Video Course creation Worksheets
Offer pre-recorded videos and worksheets for small business owners that help them manage their own marketing. Hold a virtual meeting every month to ensure you're meeting their needs.		

MARKET WITH A PROBLEM	VALUES	STRENGTH
Mid-career physicians who want to prepare for early retirement	Boldness Reputation Wealth	Audio Coaching Leading a group
Offer investment coaching to professional physician groups with an education budget. Follow presentation with a paid offer of monthly recorded audios to keep individuals up-to-speed with what's happening in the market.		



Fill in the spaces below with what you know about your market, and the values and strengths you want to use in your offer.

MARKET WITH A PROBLEM	VALUES	STRENGTHS

Offer ideas: Brainstorm ideas for how you can combine your market, your values, your strengths.*

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HOMEWORK:

Take your time with this. It's worthwhile to mull these ideas over for a few days, thinking about them when you're relaxed and feeling creative.

Discuss them with trusted colleagues. Post your thoughts in our private group. Ask about your ideas in our weekly coaching session.

Keep going until your offer idea fires you up! 🔥