



WORKSHEET

Offer Delivery Idea Bank

Has a book ever changed your life?

It's happened to me.

I read the last lines of a great book and close the back cover. I look up and see the world differently. My life is transformed — and it never goes back to how it was before I read the book.

Printed books were first developed in China, during the period of the Tang Dynasty, between 618 and 907 AD.

That means books are 1,200-year-old technology!

In this module we're going to begin to give form to your offer. If you already have an offer, we'll explore new ways you can deliver it.

*I want you to keep your mind **wide open** as you work through this section.*

The “best” offer isn't necessarily the one that's delivered with all the high-tech bells and whistles.

The best offer delivers true transformation.

The *transformation* you deliver is the most important aspect of your offer.

The *packaging* for that transformation is secondary.

Offer

ACCELERATOR

Online offers come in a variety of formats, from:



Which of these offers is “better?” Can you tell by just looking at the delivery methods? Probably not.

Here’s what’s true about how you deliver your offer:

*Packaging and positioning can help you **charge more** and **attract customers** who are happy to pay for your solution.*

But packaging and positioning aren’t the transformation.

And the transformation is what matters most! That’s why, when we talk about your offer, I want you to lead with:

- **Your audience:** Their needs/challenges and how they learn best
- **Your transformation:** How do you want to change your customers’ lives?
- **Your strengths:** What you do well now — so you can leverage that to deliver your offer



How to use the Offer Delivery Idea Bank

On the next page you'll find a table that will inspire you to think about new ways to deliver your online offer.

This table is purposely vague.

What I want you to do is to:

1. Think about your **audience**
2. Think about the **transformation** you want to deliver
3. Keep your **strengths** in mind

Scan across the columns.

Mix and match presentation styles, media formats, and time frames until you come up with an offer delivery idea that's unique to your transformation, your audience, and your strengths.



Offer Delivery Idea Bank

Presentation Style	Media Type	Time Frame
<input type="checkbox"/> Workshop	<input type="checkbox"/> Personal delivery	<input type="checkbox"/> < 1 hour
<input type="checkbox"/> Class	<input type="checkbox"/> Slides	<input type="checkbox"/> 1-2 hours
<input type="checkbox"/> Group coaching	<input type="checkbox"/> Checklists	<input type="checkbox"/> Half day
<input type="checkbox"/> 1:1 coaching	<input type="checkbox"/> Worksheets	<input type="checkbox"/> Full day
<input type="checkbox"/> Service _____	<input type="checkbox"/> Video	<input type="checkbox"/> 1 week
<input type="checkbox"/> Tutorials	<input type="checkbox"/> Audio	<input type="checkbox"/> 4-6 weeks
<input type="checkbox"/> Case studies	<input type="checkbox"/> Tools	<input type="checkbox"/> 6-12 weeks
<input type="checkbox"/> Lead group work sessions	<input type="checkbox"/> Live	<input type="checkbox"/> 6 months
<input type="checkbox"/> Private forum or group	<input type="checkbox"/> Recorded	<input type="checkbox"/> 12 months
<input type="checkbox"/> Other _____	<input type="checkbox"/> Hybrid presentation (part live, part recorded)	<input type="checkbox"/> Other _____



Here's how we could describe the full version of the Offer Accelerator program:

Presentation Style	Media Type	Time Frame
Workshop	Personal delivery	< 1 hour
Class	Slides	1-2 hours
Group coaching	Checklists	Half day
1:1 coaching	Worksheets	Full day
Service _____	Video	1 week
Tutorials	Audio	4-6 weeks
Case studies	Tools	6-12 weeks
Lead group work sessions	Live	6 months
Private forum or group	Recorded	12 months
Other _____	Hybrid (part live, part recorded)	Other _____

The Offer Accelerator is a combination of a class, group coaching, 1:1 coaching, a private group, worksheets, video, audio, and tools. It's part live and part recorded. It lasts 12 months.

It's about as complex as you can get for an online offer.

It's *not* a Smart Start version — and it's certainly not a program I would have been able to create in the earlier days of my online business.

Let's look at other ways to deliver a transformation that are still unique, but are simpler and faster to put together.

An online workshop could look like this:

Presentation Style	Media Type	Time Frame
Workshop	Personal delivery	< 1 hour
Class	Slides	1-2 hours
Group coaching	Checklists	Half day
1:1 coaching	Worksheets	Full day
Service _____	Video	1 week
Tutorials	Audio	4-6 weeks
Case studies	Tools	6-12 weeks
Lead group work sessions	Live	6 months
Private forum or group	Recorded	12 months
Other _____	Hybrid (part live, part recorded)	Other _____

This offer is a workshop format, so it's delivered personally. In this case, it's live. You add worksheets and deliver the whole thing in about 90 minutes.

A service offer could look like this:

Presentation Style	Media Type	Time Frame
Workshop	Personal delivery	< 1 hour
Class	Slides	1-2 hours
Group coaching	Checklists	Half day
1:1 coaching	Worksheets	Full day
Service _____	Video	1 week
Tutorials	Audio	4-6 weeks
Case studies	Tools	6-12 weeks
Lead group work sessions	Live	6 months
Private forum or group	Recorded	12 months
Other _____	Hybrid (part live, part recorded)	Other _____

This service offer is unique because the services delivered are supplemented by tutorials, checklists, and tools that help the client make the most of the service delivered.

A coaching offer could look like this:

Presentation Style	Media Type	Time Frame
Workshop	Personal delivery	< 1 hour
Class	Slides	1-2 hours
Group coaching	Checklists	Half day
1:1 coaching	Worksheets	Full day
Service _____	Video	1 week
Tutorials	Audio	4-6 weeks
Case studies	Tools	6-12 weeks
Lead group work sessions	Live	6 months
Private forum or group	Recorded	12 months
Other _____	Hybrid (part live, part recorded)	Other _____

This offer is delivered personally and it's 1:1. It's delivered on video and sessions are recorded. Coaching happens over six weeks.

HOMEWORK:

It's your turn. Give yourself some time to do this thinking. [Go to the Offer Delivery Idea Bank](#). Settle in with your favorite beverage and let your mind wander.

How will you deliver your offer in a way that **delivers your transformation, serves your audience, and builds on your strengths?**

Use the table to think about how you want to deliver the “full” version of your offer.

Offer

ACCELERATOR

Then review the table again to decide how you could deliver a “Smart Start” version of your offer. The goal with this pared-down version is to deliver the transformation in a format that’s easy to put together and allows you to quickly create a testable offer.

If you need help with this step, bring your ideas to our private group and live sessions and we’ll work through them with you.