

# optimize-episode9

📅 Wed, 2/17 4:03AM ⌚ 10:47

## SUMMARY KEYWORDS

offer, create, business, sells, spark, online, marketing, client, product, signature, remember, energy, content, branding, extras, check, introvert, owner, share, moment

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Hello and welcome. My name is Susanna Reay, I'm a Certified MemberVault Partner specializing crafting scalable solutions for your online business introvert way.

Today I will be sharing with you three steps to create an offer that sells itself. Since 2002, I've worked 100% online, I was an early adopter. And in that time, I have seen all manner of offers being promoted. My professional training and experience centers on the three pillars of business marketing and design. And the core of these three disciplines is the ability to create an offer that sells. Over the last three years I've supported over 500 introvert entrepreneurs grow their businesses online.

And the reason I chose to talk about creating offers that sell today is because I see many entrepreneurs trying to fast track past these business fundamentals and move straight into the marketing of their idea. But no matter how much money you place into branding, advertising, and marketing, if your offer isn't right, you won't achieve your full potential. When you get your offer, right, everything else falls into place, the marketing the sales, your clients, and none of that is a battle anymore.

A beautiful side effect of creating the right offer is that then you gain this natural energy to talk about what you do. Because you're more passionate and aligned with what you are selling. As when your offer is right, or the internal resistance disappears. People sense your confident energy. And then they start believing that what you say is possible. One of the biggest disconnects in sales is when people are trying to push out a message that isn't the right message for their business. To be successful in business, you need to put in the work on getting your offer right first.

So I hear you thinking, How do I create an offer that sells? Step one, the first step is to do what I call capturing the owners spark to create the right offer, we need to make sure there is something unique about it. Why would someone buy from you over anyone else in your area? To gain clarity on this, go back to why you set up your business in the first place? What is the passion behind your business? What is the end purpose? What is the change you wish to make in the world? Or, as I like to say, What is your owner's spark? By looking at your underlying philosophies, values and beliefs, and why you even set up the business in the first place can give clarity on how you are different and these should be woven into the offer itself.

Do you remember that joy, the excitement of running with a new idea that spark you had at the start the endless enthusiasm and energy, we want to capture that spark and share it in the offer. Your spark is ultimately what gets you moving each day, your energy and passion, why you do what you do, what you actually do and who you serve. Then you need to link this to the what you do, why you do what you do, who you serve in a way that creates real value for people. Because as the great Zig Ziglar said, you can have anything you like in life. If you would just help other people get what they want.

Your offer won't sell unless you differentiate yourself in the market. And here's the thing, right now, when so many people are going online and trying to build an online business, you've got to differentiate yourself, you've got to get super clear on who you are and what you do. This simple process of asking existing clients what they think you do, will also open your eyes to others, and how others see your talents, gifts and your owner Spark. And then you will realize a lot more about what it is that you're giving, and how you can create the perfect offer for your business to thrive.

The second step is to create an offer that sells is to look at the user experience. We need to know that the solution we're providing is linked to the outcome and the desires that our users are going to want. And a lot of people when they're looking at the offers, stay very me focused, what can I provide? And in fact, to get real clarity to set up the right offers. You've got to make sure you're focused on your users needs. And this starts with asking questions. Lots of question. Questions? Do your client research? What is it they want? What are they asking for? Listen to them. Ask them how they like to consume content? Is it on podcasts like this? Or video training? Like in the action labs? Or do they prefer to read articles to gain advice? Are they short on time? Are they looking for bite sized content? Or do they prefer deeper programs which bring bigger changes?

Looking at these elements will make your offer have instant curbside appeal. Now the third step is

to define your offer trigger moment. So can you highlight what is happening in your the lives of your clients at the point they start looking for your help? What is it that is making them now think that whatever you do, or provide is something they need? A great exercise to see if you know this is to imagine you are talking to a friend and start with a phrase, you know, when and share a moment your people would recognize. So you know, when you're at that party, and you're struggling to know what to say, you know, when you're waiting in line at the supermarket and your brains going round and a million circles, do you get the idea.

So what you want to do is start with a you know when and then follow it up with a will I help you sentence to show how you connect the dots for that moment. Here's an example that I use, you know, when you are fed up doing yet another ideal client exercise, and still don't get any breakthroughs that help your business grow? Well, I help you finally discover the way you can get your message and passion across to your audience. So that you can connect and engage new clients online in a way that removes the stresses of marketing from your to do list. So can you see how by understanding what experience your user wants, will create an offer that sells itself. And remember, Zig Ziglar says, you can have everything in life you want if you'll just help other people get what they want.

So these three steps come together as you craft your offer that sells itself. But before you can create your offer, you need to understand what makes an offer. And what makes more significantly in your business, your signature offer. I've used the term offer quite a lot already in this podcast. And you might be wondering what an offer actually is.

So here's my working definition. An offer is the way you present your products to the world. And then a signature offer is your shop window shining a light on your expertise. So a product is part of an offer. A product could be an online course a membership, a high value one to one service, a product is the thing that you have housed in your MemberVault platform. But so let's say an example here, your product is a course on yoga. That's the product. Now, the offer is the way you present your yoga course on your website sales page. Maybe it's five modules, maybe it has a couple of bonus classes thrown in. Maybe it's evergreen. But remember, these alone are not your offer.

The extra elements that create the offer itself are the price, the packaging, the branding, the extras, the bonuses, all those pieces, the price, the packaging, the extras, all of it together with the product is the offer. So the product is just one part of your offer.

And then when you want to change a simple offer into your signature offer, you are adding in your own inner Spark, the user experience and the trigger moment. And when you get the offer right, big things happen.

Once you have defined your signature offer that shines a light on your experience shows your audience the clear path they will go on and provides you a clear unified message to share with your audience. Then you will have that offer that sells itself. I dive a bit more into what a signature offer is and where it sits in your business portfolio during my training in the Action Lab, the title of which is how to create your client roadmap so that you can increase the lifetime value of your customer. So be sure to check that out.

And if you enjoyed this topic and want to learn more from me, I highly recommend checking out my free resources at [memberzone.susannareay.com](https://memberzone.susannareay.com). And that will help start getting you started creating content that is scalable, and offers that sell themselves. So thanks for listening and be sure to check out my Action Lab training session, How to create your client roadmap. Thank you.