The Invisible Close
“Speak-to-Sell” Signature Talk Formula

“Maximize your return from speaking with a talk that you love, offers that sell and the confidence that comes with being prepared.”

Step 1: Offer Creation

3 Exercises to Create and Value Your Offer

1. Imagine the client that is your greatest success story. Not a group of clients, but one specific person.
   - What results did they get from working with you? List their EXACT results.
   - What other transformations happened in their life because of these results?
   - What would have been the cost to the client had they NOT accepted your offer? This is the Value of your offer!

2. What does your target market crave? Think about their biggest source of pain…something you can solve with your training and expertise. Something you’d be happy to be known for.

3. What is an outcome / transformation that you already successfully provide that you could repackage for further leverage?

Regarding Your Offer, Remember:

I’ll paraphrase Big Ticket Mentor Kevin Nations here, as he said it best…

“An Offer is a Statement of the Transformation or Outcome that you cause to happen in your client’s lives by delivering your service.

It is NOT a Statement of your Service.

Your Service is what you DO.
Your Offer is the OUTCOME of what you DO.”