



OFFER DESCRIPTION EXERCISE

INTRO & EXAMPLE

Your goal is to create an offer description that makes it IMPOSSIBLE for someone to not take the next step with you using the formula below.

EXAMPLE OFFER OUTLINE

Feel free to make a copy for reference later if you'd like. This is our offer description for the SpeakerFlow Accelerator, our legacy coaching program.

SpeakerFlow Accelerator

SpeakerFlow is a state of being. It's living in your zone of genius, running a business that's producing the results you want, and having complete clarity on where you're heading next. We'll get you there, faster.

The thing about running a business is that it's funded in two ways: time and money.

One of these resources can be created. The other can not.

The struggle for so many speakers, coaches, and consultants out there is that they're trading their time for money.

On top of that, the little time that's left over is often spent on non-revenue generating activities.

More time spent doesn't equate to more revenue. The math doesn't add up.

The worst part about all of this is that, as a visionary, the last thing you want to do is the menial, less impactful work in your business.

You want to stay in your zone of genius and run the business the way you always envisioned it.

The challenge is that, over time, we get fixated on trying to make enough money to no longer trade our time. We create more keynotes, write more books, and create more courses that we haven't proven would sell.

We end up running our business without vision, direction, or clarity about where we're actually taking this thing, and, before you know it, we're spinning our wheels.

So we try a few things to help us take control of the business, get organized, and finally grow it.

- We take courses
- Join masterminds
- Register for webinars
- Go to every industry-related event
- Reinvent our messaging
- Find a new niche
- Pick a different market
- "Pivot"

We get stuck in the constant loop of reinvention and creation, never solving the core problem of our business - focus.

But imagine a world where you had the ability to know everything about the health of your business from one report.

What if you were saving dozens of hours per week in what would otherwise be human effort because of your systems?

What if you could easily find and train team members so you could remove yourself from the minutia?

What if you could create content, knowing it would be impactful for your audience and, more importantly, generate more qualified leads?

What if you knew exactly what the vision for your business was and had the exact action plan for how to get there?

What if you knew how and when to say "no" so you could spend time on what's already working for your business?

What if you had the guidance and accountability to consistently outperform your goals?

All of this becomes possible with systems.

Introducing SpeakerFlow Accelerator 🚀

Coaching You To Your Best Year Yet

A first-of-its-kind program designed to put you in the driver's seat of your business and keep you from spinning your wheels.

Rather than getting a flood of ideas you don't know how to bring into the real world, our coaching program removes the shiny objects and keeps you laser-focused on your vision.

Here's how it works 📌

1. We assess your business, help you define what your vision is, and develop an action plan to help you get there.
2. We help you plan and prioritize everything in your business using our Expert Business Framework (see below).
3. We provide key resources and coaching along the way to make "goal smashing" your middle name.

Here's how we make all of that possible:

Pillar 1: The Expert Business Framework

Clarity and repeatable processes around the six core areas of your business

- Craft a vision for your business
- Refine your offer(s) and value ladder
- Define your ideal client profile and align that with your messaging
- Create a strategic plan to consistently move the needle
- Track and measure your progress - weekly, quarterly, and yearly
- Create a repeatable process for your sales, marketing, and operations efforts

Pillar 2: Unlimited Coaching

- 1:1 calls as needed
 - Access to all SpeakerFlow coaches
 - 24/7 access to us via email
 - A second set of eyes on anything
 - Custom Loom videos
 - Unlimited access to SpeakerFlow's Zoho One Implementation team
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Pillar 3: The Mastermind

- Live group calls twice per month (90 mins each + recorded)
 - Community area to connect with others offline
 - Connect with other thought-leaders to form relationships, exchange business, and form affiliate relationships
 - Guest speakers and interviews
 - Early access to all SpeakerFlow content
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Pillar 4: Resources

- SpeakerFlow CRM - If you don't have it already, it's included!
- Bonus training
- Access to the SpeakerFlow resources vault
- Hundreds of hours of pre-recorded content
- On-demand video training (course material)
- Vetted 3rd party content to help you resolve issues and complete tasks faster

The Outcome

We get it – You want to see the results of working with us. We don't blame you! Here's what our clients have been able to do.

[share screenshots of SpeakerFlow client wins and testimonials]

Pricing

XXXX

[BOLD TESTIMONIAL HERE]

Money Back Guarantee

And, just to show you we mean business, all of this is backed by a money-back guarantee.

In fact, if you don't feel like you have control over your business in 90 days, we'll give you your money back.

We're so confident that you'll see results that we don't want you paying us if you're not.

FAQs

Are you doing the work for me?

No. This is your business and you're responsible for achieving your vision. Our job is to get you there faster by helping you make better decisions, prioritize the most impactful work, and delegate the menial tasks that keep you from the Flow state.

How is this different from other coaching programs?

We believe most of the coaching programs in our industry are incredibly valuable, and we're honored you're comparing ours to others.

Chances are, most of what you've learned in other programs will be strengthened here.

However, we believe our biggest differentiator from other programs is that not only can we provide the strategies. We can also help you implement the system that generates the result.

Many coaches identify problems and tell you how to fix them. We help you solve those problems AND build the system.

Example: We identify a new lead magnet that could be used to qualify people on your site. We'll guide you through the content creation and design (and help you find a designer if needed) AND have our implementation team build the form and automation to deliver that lead magnet. Something like: Person submits form → Add to email marketing list → Send Email → Add as Lead to CRM → Set task to follow up

With other coaches, you'd be left to do all of it yourself (and then feel bad for not getting it done).

I know you as a CRM company. Where did coaching come from?

We actually started SpeakerFlow as a coaching company to help people improve their business strategies, organization, and technology. Through that coaching, we were able to standardize/productize much of what we talk about in the technology sector, which became SpeakerFlow CRM.

And although this is what our reputation has been built around, we are and always have been primarily a coaching company, though our coaching has always been an exclusive, custom experience – until now.

The SpeakerFlow Accelerator is our way of condensing everything we've learned after working with countless speakers, coaches, consultants, and other expert businesses into a single program. It combines the best of everything we have across not only the tech but the strategic planning and organizational aspects of the business as well.

Will this work if speaking isn't my primary revenue stream?

Absolutely!

We help coaches, consultants, authors, trainers, facilitators – you name it. If it's at all related to thought-leadership, we're there for it.

What if I'm starting from ground 0 – No clients, no offerings, just getting my expert business off the ground. Will you still work with me?

Yes! The beauty about the SpeakerFlow Accelerator is that it's 100% based on where you're at. The best part about working with us from ground 0 is we'll shorten your path to success.

What if I'm running a successful business already. Are you the group to help me get to the next level?

Certainly!

We work with some of the most esteemed thought-leaders in the space. Often, focus and clarity are the missing components of your ideal business.

How much time will this take?

Great question! Because the work we do together is tied to the work you're already doing in your business, it won't feel like any additional time is needed.

You'll be setting new habits and repurposing the time you've already been spending on your business with more impactful work and direction.

Can I have someone on my team go through this for me?

No. As the business owner, you're crucial to the success of this. Setting your vision, building the action plan for the company every year and every quarter, and executing on the goals we set is something only you can do.

If you have a team, you're encouraged to delegate what you can (and we'll help you do more of that).

Unlimited coaching... is that for real? How is that possible?

It's 100% real! And it's one of our biggest differentiators. We're not lawyers. We're here to see you be successful and sometimes that means hopping on a call and hammering something out quickly.

Other times, it may be a custom Loom video (structured rant), or just a good 'ole fashioned email. Everything starts as a message directly to the coaches and, if needed, will escalate from there.

How long does the program last?

Our program doesn't have an end date. SpeakerFlow Accelerator is designed to be an ongoing process where we help you set your quarterly and annual goals, set and monitor your metrics, and be your advisory board as you continue to work through new challenges that confront your business.

If at any point you feel like you've got what you need from our program, we'll high-five and part ways as friends. Any resources we've given you along the way are yours to keep.

Do I need SpeakerFlow CRM to be a part of this?

Nope! Although, it is included should it be valuable to your business.

This program is designed to help you set the vision for your business and reverse engineer how to get there. If the CRM and Zoho One become an important part of the plan, we'll make sure to introduce them at the right time.

What outcomes can I expect from SpeakerFlow Accelerator?

Here's some of the common feedback we get from our clients:

- Have complete clarity on the direction of your business
- Have a no-guesswork way of setting quarterly goals
- Have a weekly pulse on the most important numbers in your business
- Be able to say no to the shiny objects that don't produce results
- Sell more of the things you love doing
- Add more revenue streams that deepen your existing relationships
- Have a standard way to generate and qualify leads
- Be able to grow a team

Who are the coaches?

You'll primarily be working with the founders of SpeakeFlow, Austin and Taylora.

However, we have an array of experts that specialize in key areas (messaging, sales outreach, finances, etc) that we bring to the table as needed throughout our engagement.

OFFER DESCRIPTION EXERCISE

NAME OF OFFER

Short and to-the-point description of your offer

PROBLEM STORY

Tell a story of the problem your offer aims to solve. You shouldn't have any "I/me" language here. It should be a story about the CORE problem you solve.

- What are you going to war with? What are you fighting for? Really?*
- Don't make this longer than 250 words*

WHAT THEY'VE TRIED

Briefly outline 3-5 things you've tried (from your experience solving this problem) or things your audience has tried to solve this problem. Chances are, what they tried didn't stick.

A LIFE WITHOUT THIS PROBLEM

Describe a picture of what life looks like when that problem is solved. How is their life better? What makes their life easier? What removes stress, anxiety, pressure, worry, and fear?

All of this becomes possible with...

INTRODUCING YOUR OFFER

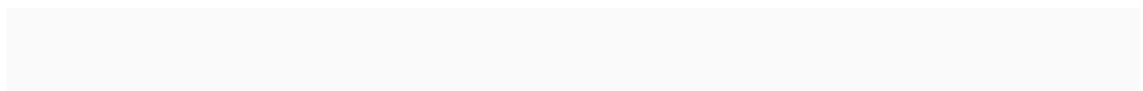
Focus on the following:

- *How this offer does things the right way (over other things they've tried)*
- *An outline of the benefits*
- *A detailed description of what's included*
- *A summary of the offer (in bullet points)*



THE PRICE

What's the investment? Be sure to include a bold testimonial at the end of this section.



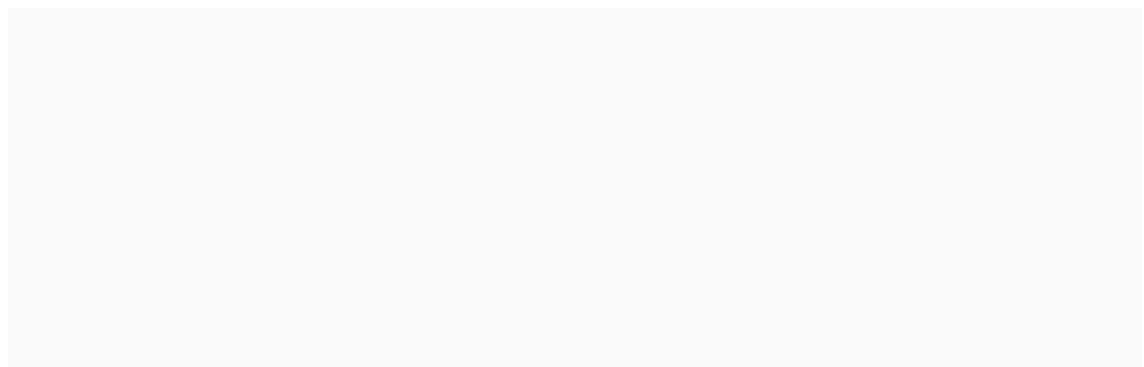
THE OUTCOMES

This is a good place for a load of testimonials. Find a way to communicate the outcomes of being a part of your offer.



YOUR GUARANTEE

Don't have a guarantee? Consider it. Make it stupid for someone to say "no" to you. Explicitly outline this guarantee and any conditions.



FAQS

Put yourself in the shoes of someone who just read this for the first time. Better yet, find 5-10 people who haven't read this and ask them for feedback. What questions do they have? What do you expect to be the FAQs? Generally, we find a sweet spot with 5-7 FAQs, but more can be added if necessary.

Question #1:

*Write
your
answer
here!*



Question #2:

Question #3:

Question #4:

Question #5:

Question #6:

Question #7:

Question #8 (optional):

Question #9 (optional):

Question #10 (optional):

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you
think!

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