Juicy Offer Worksheet

Juicy offers have seven parts: Promise, Outcomes, Value, Risks, Process, Price, and Proof. Use this worksheet to create those parts, and then stitching those parts together into a cohesive whole will be pretty easy.

Promise. Make a clear, bold promise tied to a specific problem or opportunity the client has and the desired outcome or results. Describe the end state or transformation. A bold promise needs specificity: the specific problem you solve, the specific people for whom you solve it, the specific results your clients get, and the specific timeframe for getting those results. We all want transformation, large or small, and a generic or ambiguous before-and-after isn't nearly as compelling as one with unflinching specificity.

Example: "Give me 2 hours with your email marketing setup and I will find the gremlins and opportunities that other SaaS founders miss. I'll then tell you exactly what you need to do to see better results in the next 30 days."

Outcomes. Touch on the key outcomes on the way to the transformation. Try to think more like a consultant than a freelancer. Whereas freelancers tend to focus on deliverables like "well-researched, well-written blog posts," consultants focus on outcomes, such as "increase sales closing rate by 10%."

- What is going to happen? What's in it for your prospects?
- How will prospects be better off than before?
- What are the emotional benefits of the deliverables? For example, a freelance ghostwriter-blogger might mention "two well-researched, well-edited blog posts each month that prove to the right people you're an expert and make the sales process easier."
- Use short, declarative sentences that get straight to the point and leave no ambiguity:
    - "By the end of the project, you will have…"
    - "Here's what you will get…."
    - "Within 30 days, I will…."
    - "You will get…."

Value. Quantify the value or return on investment (ROI). Most prospects object to price because they don't see the value. They need our help to determine ROI, ideally with hard, tangible numbers or metrics. Both parties need to be on the same page about the value you're about to create. Once you establish the baseline, you can develop a business case for what you're going to do together, in measurable terms. By establishing the value first, you diffuse objections later.

- Sometimes, ROI means saving money, making more money, or achieving greater efficiency. Sometimes, it means mitigating risk (e.g., hiring a smart attorney to create contracts) or increasing focus, comfort, or convenience (e.g., outsourcing admin tasks to a virtual assistant). Sometimes, ROI means maximizing one's time freedom (e.g., hiring a handyman to knock out a honey-do list) or reducing stress and anxiety (e.g., hiring a CPA who has the expertise to prepare a tax return correctly while lowering one's tax liability). These questions can help you figure out what a successful project will mean for your clients:
    - <u>What number matters most to your clients?</u> Which one do they want to see move up and to the right? A sales consultant might cite the prospect's 18% close rate and talk about the value of bumping it up to 25% in 6 months. A social media manager might talk about taking the prospect's Instagram account from low engagement to high engagement. An email marketer and copywriter might quantify value by improving the email open rate from 20% to 30%.
    - Are they interested in a certain type of experience? They may want a Done For You project where they can hire an expert to develop strategy and content for a Welcome sequence of emails and set it up for them without the time suck and second guessing of doing it themselves.
    - Are they interested in a certain emotional end benefit, such as confidence, peace of mind, relief from frustration, reassurance, or pride?

Risks. Educate your clients on what they should watch out for. You're more aware of the risks than your clients are. Some of those risks are popular ways people try to achieve the goal or

solve the problem without realizing their methods are outdated, ineffective, or incomplete. You can show your expertise by calling out 2-3 of the pink elephants in the room. This differentiates yourself and earns trust. These questions can help:

- What risks or variables should they watch out for? Who or what could get in the way?
- What might fail or break?
- What happens if they do nothing?
- What bigger shifts are happening in the marketplace?
- What mistakes do other freelancers make that you help your clients avoid? Why is your approach distinctive and how does it help the prospect better control for these risks?

Process. Explain the major steps or pillars in the process and how they make your solution easier and better. Make it obvious how your process helps to mitigate the risks you just highlighted and bring the transformation. A list of 3-5 short bullet points should suffice.

- What is your prescription for how you and the client can work together to achieve the outcome?
- How does your process work at a high level? What are you going to do? For example, "We follow a specific framework with these five steps…."
- Why is each pillar in the process important? What are the specific results achieved at each step?
- For example, when I help clients create a unique selling proposition (USP), I share this process:
  - Brainstorm 20-30 differentiators.
  - Choose the 5-8 that are most valuable to your target audience.
  - Craft statements that communicate them in plain English.
  - Combine them into a single, cohesive USP.
  - Create short, medium, and long versions.

Price. State the price and show how it compares favorably with the value or ROI. When we anchor the price against the value, the price looks smaller and more enticing to clients. Here's the process I use to quickly price new offers and not waste time overthinking it:

- Multiply your standard hourly rate times 1.5. For example, $50 becomes $75.
- Ballpark the number of hours you think the project will take—e.g., 10.
- Multiply the number of hours by the higher rate: $750.
- Multiply that number by 1.2 to give yourself a 20% cushion for "acceptable" scope creep: $900.
- Take a look at that number and see if you feel good about making that amount of money on that amount of work.
- If you do, make it "odd"—e.g., round up from $900 to $975. The extra $75 won't make one bit of difference to the client, but the oddness and specificity are more compelling. Specificity reinforces certainty, and our brains love certainty. (They dislike uncertainty or ambiguity). Odd numbers come across as more trustworthy, and you make a little bit more money too.

Proof. Show proof of past results. Proof is a crucial part of your offers because it makes it easier for your clients to believe and trust you. When you put offers out into the world, they join your competitors' offers, like a flotilla of small boats jostling each other in a narrow canal. More importantly, your offers will bump into any skepticism or negative experiences your clients have had in the past. They may *need* to enlist the help of a freelancer with your talents, but that doesn't mean they are excited about it. Smart freelancers don't just make a claim. They build a case. You can layer in three types of proof:
- Proof of Path
  - Research and statistics (These can back up key points you make related to outcomes, risks, and the changing business landscape.)
  - Quotes from thought leaders or recognized experts (These can reinforce the urgency of the problem or the value of the outcome.)
  - Examples or before-and-after success stories from a poster child who followed the process and got the results
  - Counterexamples of people or companies who failed to take action and suffered as a result
  - Industry trends, changes in the marketplace, and cultural shifts
- Proof of Capability
  - Testimonials
  - Reviews

- ○ Endorsements (from other freelancers, agencies, or thought leaders in your industry)
  - ○ Awards
  - ○ Certifications
  - ○ Memberships and professional associations
  - ○ Special insurance (e.g., architectural designers may need general liability insurance)
  - ○ Third-party ratings
  - ○ Books and white papers you've written
  - ○ Media mentions
  - ○ Past speaking engagements (live events, virtual events, even podcasts)
  - ○ Articles in or guest posts on websites, blogs, and publications well-known in your industry
- ● Proof of Outcome
  - ○ Portfolio or work samples
  - ○ Brag bar of logos of well-known clients
  - ○ Shorter success stories
  - ○ Longer case studies (The offer would link out to these.)
  - ○ Strategy breakdowns (The offer would link out to these.)
  - ○ Your key metrics (e.g., an iOS developer whose apps have gotten millions of downloads might include that number)
  - ○ Your clients' key metrics