



How to Make Hot, Lucrative Offers from Stage by Standing in Your Value

with Sharla Jacobs and Special Guest and Thrive Graduate,
Susan Kerby

How to Stand In Your Value

Your Credentials are Your 'Bragging Rights':

- How many clients have you worked with?
- How long have you been working in your field?
- How long have you been studying and practicing in your field?
- Who have you worked with?
- Have you been interviewed on TV or the radio?
- Have you worked or spoken internationally?
- What are some of your clients' results? (What were they like when you started working with them, what happened, and what are they like now?)
- What is your own personal journey?

All of these questions help you build a well-credentialed introduction. People won't know all of this unless you tell them.

Know What to Offer: "I'm a Genius!"

Find your potential client's pain. Offer the solution.

Tip: When the participants sign in to your workshop, have them fill out a handout (so you can know and remember them.)



Example:

Finish these sentences as it relates to _____ (the problem you solve.)

1. I'm so sick and tired of....
2. I wish I could finally...
3. I can't take it anymore. I need help with...
4. I'm frustrated with...
5. I'm really disappointed that...
6. I'm totally overwhelmed by...
7. I'm struggling with...
8. The problem is costing me...

Imagine how hot it is to craft an offer based on knowing exactly your potential clients' pain points that they would do almost anything to solve!

For them, you're a master.
For you, you're a genius!