Premium Offer Blueprint

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With Karen Cappello, MCC

Name: _____

Date: _____

Element 1: The Power of One

Your Assignment: Design Your Power of One

Complete the following:

1. *Ideal Client*
   Who energizes you? Who are you most equipped to serve, based on your lived experience and strengths?

2. *Urgent Challenge*
   What problem are they actively trying to solve — not someday, but *right now*?

3. *Desired Result*
   What do they want so deeply that they would invest in it without hesitation?

4. *Power Statement*
   Write your "I help…" line using your answers.

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Element 2: Your Story — Why This Is Important to You

Your Assignment: Craft Your Story-Aligned Power Intro

Using your *Power of One* as the foundation, write a short version of your story using the 5-sentence framework.

I used to be

Then something happened

I realized

That led me to

Now I help (ideal clients) achieve (result)

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Element 3: Your Signature Framework

Your Assignment: Draft Your Signature Framework

Sketch the arc of your offer:

1. Start with the End in Mind
   What is the core transformation? Be specific. What does your client walk away with?

2. Map the Milestones
   What internal or external shifts must happen to get there? What happens first, second, third? Create 3-5 steps – no more.

3. Name Each Step
   Use active, outcome-based language. Think verbs. Examples: Clarify, Align, Activate, Amplify.

4. Describe Each Step
   Write a short, real-world description of what happens in each phase. Keep it client-facing and benefit-driven.

Element 4: Naming Your Offer

Your Assignment:

Name Your Offer: choose the naming style that fits your voice and your audience and create one name for your offer.

1. Outcome-Based
Focus on the result your client wants

2. Identity-Driven
Speak to who the client is — or who they're becoming

3. Branded Framework
Use a coined method or signature phrase

Element 5: Consequences of Inaction

Your Assignment: Map the Cost of Inaction for Your Ideal Client

Use your ideal client, their urgent challenge, and their desired result to complete this:

1. *Short-Term Friction* – What are they tolerating today that's already draining them?

2. *Long-Term Fallout* – What happens if nothing changes over the next year?

3. *Mental Load* – What's the personal cost — emotionally, mentally, relationally?

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Element 6: Pricing – The Three-Tier Model

Your Assignment: Design Your Three-Tier Offer Suite

Take your core transformation — the one rooted in your Power of One — and create three versions:

1. ENTRY
   Name it. What's the smallest container that still delivers a meaningful result?
   What's the price someone new could say yes to with ease?

2. CORE
   This is your full offer. What does it take to deliver your promise with depth and integrity?
   Price it to reflect the transformation — not your time.

3. VIP
   What would make this irresistible for someone who wants direct access to you?
   What premium support or personalization could accelerate results?

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Element 7: Client Qualifications – Qualities and Commitments

Your Assignment: Craft Your Client Readiness Statement

Answer these questions regarding the qualities and commitments for your ideal coaching client:

1. What's one *mindset quality* required for someone to succeed in your offer?

2. What's one *behavior* that makes someone a joy to coach?

3. What *logistics* are non-negotiable to get the full value of the coaching experience?

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Element 8: Position Your Offer as the Best Solution

Your Assignment: Position Your Core Offer as the Strategic Solution

Write this out — clearly and specifically:

1. *The high-stakes challenge your ideal client is facing*

2. *The consequence of not solving it*

3. *Why your offer solves it better/faster/more effectively than other options*

4. *How your pricing reflects the value of the outcome — not just the time involved*

Element 9: Objections – Invitations to Go Deeper

Your Assignment: Prepare for Objections Like a Leader

Brainstorm typical objections and responses:

1. Write down the 3–5 most *common objections* you hear (or expect to hear).

2. For each one, write a partnership-based *response* that feels true to your voice.

3. Add one piece of marketing copy that *names* the objection with compassion and clarity.

Element 10: Strategic Bonuses

Your Assignment: Design Your Strategic Bonus Toolkit

Create your own personal bonus bank:

1. Choose one *Quick Win Bonus* you could deliver within 24 hours

2. Choose one *Overcome Friction Bonus* that speaks to a top objection

3. Choose one *Deepen the Work Bonus* for clients who thrive with a bit more depth

4. Choose one *Decision-Maker Bonus* for those who need to gain external approval

Element 11: Risk Reversal

Your Assignment: Design Your Risk Reversal Strategy

Choose one or more ways you'll reduce perceived risk while maintaining your authority:

1. What would make a potential client *feel safer* saying yes?

2. What kind of *safety* can you offer that still honors your boundaries and brilliance?

3. How can you *express this clearly* in your conversations, proposals, or sales page?

Element 12: Metrics – Make the Invisible Visible

Your Assignment: Choose Your Go-To Metrics

For your core offer, write down:

1. One *quantitative* metric you'll track

2. One *qualitative* metric your client can self-asses

3. One *behavioral change* that reflects success

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