

What Do You REALLY Offer?

What products or services do you provide? Jot down as many as you can think of.

Be specific. If you have written three different books, write down each one.

You may need additional pages, but you want to be as complete as possible.

If you have a catalog with thousands of products, you may wish to list categories of products, but don't use that as an excuse to not be specific.

What Do You REALLY Offer? Part Two

Identify your top 5 selling offerings that you also love to sell.

What results do they provide for your clients?

What is it they are getting out of choosing your offerings?

Product Name	Results/Affects for my clients
1	
2	
3	
4	
5	

Look for the common threads. Ultimately, what do these results give your client?

How does it improve their situation?

My Ultimate Client Result is:

What Do You REALLY Offer? Part Three

How do you generally classify your offerings? Try to bring it down to a single word (like "training", "edu-tainment," "home decor" or "design.")

Generally my offerings can be classified as: _____

How do you provide your offer differently? What's the different approach you take to bringing your great work into the world in a meaningful way? Remember your Onlyness. Brainstorm ideas here. If you have client testimonials, or results from the Fascination Advantage assessment, feel free to use those words as well. We're looking for a few key adjectives that really hone in on what makes you distinctive in your market.

It's like Mad Libs!

Experiment with the following phrases.
Feel free to re-word them until they fit your voice and resonate with your audience.

I help my clients _____ with my
(ultimate result)

(Your Difference) (Offering classification)

I provide my clients with _____
(Your Difference) (Offering classification)

So that they _____
(ultimate result)

The idea is to create a simple phrase that accurately communicates what you offer and how you do things in the way that's best for your best clients.