

Offer

INCUBATOR

with Joy Bufalini



 Simplify to
MULTIPLY[®]

 Entrepreneur
MAGAZINE

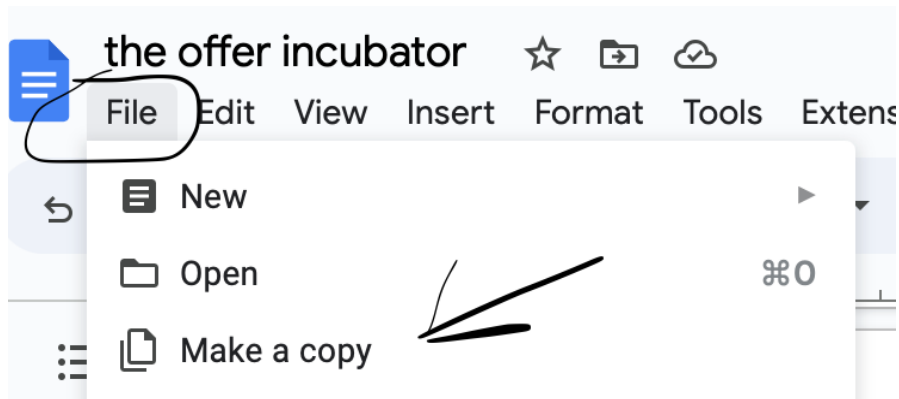
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2023
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Welcome to the Offer Incubator!

If you want to have your own “fillable” copy of this workshop, just follow these simple instructions:



🔥 Video #1

Nail your positioning so you stand out in a sea of noise as the "have to hire" expert.

This is for you:

1. If you already have an 2K, 3K, or 5K+ offer, but don't have consistent sign-ups
2. If you don't yet have a 2K+ offer. You'll start building it in this program!

But first.....

Your vision for the 2nd half of 2023
(not goals)

Next....

Simplify to Multiply® philosophy

1. There is always an easier way
2. Everything is a choice
3. Things just work out for me
4. I always have plenty of time
5. I can say “no” in order to say “yes”
6. Everything I need is within me
7. Priorities determine how quickly I grow

Next....

Simplify to Multiply strategy (you're gonna love this!)

How it's different....

- ✘ No launches
- ✘ No funnels
- ✘ Low tech
- ✘ No long sales calls
- ✘ No posting three times a day
- ✘ No large list needed

👉 What are the things that you've done thus far to grow your business that have been too much work and not enough fun (or profitable)???

👉 What areas of your business do you want to “simplify”?

I Want Clients!



START HERE AT THE BOTTOM
(instead of the top)

Identify your YES client™ exercise:

The Who (be as specific as possible):

The one main thing this “who” wants:

The one main problem this “who” wants solved:

Digging deeper:

What are the top 3 desires/outcomes/results that this person wants:

- 1.
- 2.
- 3.

What are the top 3 problems/pains/things they are tired of:

- 1.
- 2.
- 3.

What are the three main things they have tried before to solve these challenges?

- 1.
- 2.
- 3.

What are the top 3 things standing in the way of them having what they want (might be practical, might be in their head):

- 1.
- 2.
- 3.

YOUR INSIGHT from this exercise:

👉 **Your “Positioning” is the marriage of your YES client and your unique expertise!**

Write your I help statement :

I help _____ to _____ so that they can _____.

Next, share how you do it differently - this is your POSITIONING

Your differentiators are not.....

- Personalized coaching
- Voxer access
- Custom solution
- Expert solutions
- Deep dive sessions
- 10 years of experience

Examples of differentiators:

A psychic who channels specifically to activate someone’s spiritual gift.

A weight loss coach who helps a person specifically to create new habits using Neuro-Linguistic programming.

A marketing expert who helps people grow their email list using online events with an affiliate program.

A career transition expert who uses the Internal Family systems therapy model for helping women make career decisions.

A business coach who reads astrology charts as the primary modality for her client's business strategy.

A consultant who helps business owners to sell their brick and mortar business for more than they thought they ever thought was possible by taking them out of daily business operations a year before they sell.

A health coach who helps women to relieve stress and anxiety by tapping into their circadian rhythms and increasing mitochondrial function.

👉 Now take a moment to write a few of your differentiators. This should include what you DO differently but could also include what you don't do (things that your YES client has already tried or doesn't want).

Example:

A health coach who helps women to relieve stress and anxiety by tapping into their circadian rhythms and increasing mitochondrial function **without drugs, therapy, or special foods or supplements.**

Naming your Offer:

Ideally, it describes the journey, the transformation, the energy of it, and/or what will be true for them at the end of working with you

Some ideas:

- Words that have movement or energy to them
- No negative words (unless it's from "this to this")
- Something your YES client would say "I want that!"
- Words that they would know what it means (not clever or jargon words)

My offers:

"Upgrade your Business" in 2017 which then became "The Accelerator" in 2018 which then became "Quantum Leap" in 2020.

Your offer name is not the same as your brand name (Simplify to Multiply®).

Good news - you don't need to know your "forever brand" now!

🔥 Video 2

Price your offer and know how to OWN the value you bring to your clients and effectively ARTICULATE that value

- So you feel in integrity with your pricing
- So you confidently know what to say in your content to get new clients

When you OWN your expertise and your PRICING, then your “client-converting messaging” becomes more clear and confident. 🎉

Which is you?

1. You want to raise your prices and be able to own the value and enroll clients with integrity

or

2. You are good with your pricing right now but you want to enroll clients more easily and more often

NOTE: Your pricing is not based on your worth as a person!

It's primarily based on the value given to solve a client's specific problem(s) and to give them a specific outcome(s).

Your years of experience play into this as well, but not as much as you might think!

Let's "value" your offer 🧑‍🤝‍🧑

Value = the time, the deliverables, what they learn, the shifts they make personally, the personalization, your personality, your view on things, your past experiences, your unique way of solving their problem.

Use Value = the value that lasts beyond service delivery that enriches their life and/or business for years to come.

You make the complex simpler, the slow thing faster, the difficult thing easy, done for you vs. DIY

Even more value to them is:

- They get back time
- They have less stress
- They have more energy
- They have a big aha
- They have hope
- Helps them move toward their deepest desires of love, contribution, and/or growth

No one really talks about this with pricing! ⬇️

There's a COST to them continuing to have a challenge and the VALUE you give them eliminates that "cost" to them (whether it's a money cost, emotional cost, physical cost, mental cost)

- What's the cost of a divorce?
- What's the cost (practical and emotional) of continuing to have a long term health issue ?
- What's the cost (emotional, physical and mental) to someone trying to do their own website or any other technology that they hate (but you're a wizard at?)
- What's the cost of staying in a relationship in which you're miserable?
- What's the cost of having disorganized finances or staying in debt?
- What's the cost of not going for the promotion that you want?
- What's the cost of continuing to not speak up for what you need?
- What's the cost of continuing to be hard on yourself and let your unconscious "not good enough" programming run the show?

So as you can see, there's so much value for you to OWN.

So much service for you to GIVE!

👉 What's the value of your offer using the definition above? (Make an educated guess - use your intuition and quiet that inner critic) Name it here:

👉 What's the "use value" of your offer? **Own it!** Name it here:

You know it's time to raise your prices when any of the following are true:

1. When you feel some resentment towards your clients and/or the amount of work
2. When you haven't changed them in over a year - you've upleveled
3. When you add more value to the package
4. When you've got more clients than you can reasonably serve
5. When you just know that you're undercharging ;-)

What's your empowered decision(s) regarding pricing?

Video 3

🔥 Map out the structure of your offer so clients get fantastic results (and clients can see that they WILL!)

- Potential clients will see how you have a concrete structure and plan for them to get results
- There are a ton of ways to structure an offer for great results (and not just 6 months of weekly coaching 😊)

What is an “Offer”?



Point A

What's true for your YES client now—>What's true for them after they work with you

Point B

What is true for your YES client now? (Point A)

(We did this on day 1 so no need to answer here)

**What will be true for your YES client at the end of working with you?
(Point B)**

List it below, own it, and get excited about it!

If you had to divide the “journey” into three phases what would they be?

For example:

For a women who is married to a man with ADHD who has lost who they are

1. Release
2. Redefine
3. Reclaim

For someone who is running a dog training business and working 14 hours days and not not making enough money

1. Get back 2 hours in their day
2. Move from 1:1 sessions to packages
3. Bring on administrative team

For someone who is helping someone as an entrepreneur save for retirement, but their “extra cash” keeps getting spent

1. Find the areas where they are overspending
2. Choose the modality for investing and multiplying their extra cash
3. Start dedicated small amounts from the business to the investments on autopilot

What might your three phases be?

Intuitive question - how much time does your client need as a human being to go from that Point A to that point B?

How many times does it make sense for them to meet with you? What will serve them best and you best?

Examples:

Two times a month 1:1

Weekly 1:1 for a month then every other week after that

One 1:1 and two group calls a month

What types of access, “homework”, or other learning will they have in between sessions to support them getting to Point B?

List all your program deliverables here:

So what’s this thing called an “Offer Letter”?

I noticed your message and wanted to check...still reading through but OMG, goosebumps galore! And every time I say ‘wow’ it’s the next word I read haha... almost through...and taking it all in

Thank you ✨



The other word I keep saying is YES! (and that’s exactly what I want my clients to feel and resonate with!!!)

Purpose of an offer letter:

1. You have the value, the deliverables, the energetics, the “why you”, the transformational journey, the challenges you solve, and the outcomes you facilitate all in one place! (Which means you don’t have to say it all over the phone.
2. You have a great resource for content ideas
3. You have a “sales asset”
4. Your potential clients can see that you have a concrete and structured process which helps them to feel secure ---->>> this is GOLD!

Benefits of an offer letter:

1. More personal than a sales page because it’s a PDF vs something that is publicly available or click to buy.
2. It becomes an invitation vs a sale
3. You send it before your call (or have no call) so someone can “take it in” without being on the pressure of a call trying to remember everything and trying to “take in the value” from listening to you.
4. You don’t have to say the same things over and over again and hope you remember everything
5. You have a chance to be thoughtful about it and revise and fine-tune how you describe it.

Components of an Offer letter template (general overview) - not necessarily in this order or comprehensive:

1. Who it’s for

2. What's true for that person now (both desires and challenges)
3. What have they already tried and why it didn't work
4. Why you are uniquely positioned to help them with this
5. Your unique processes, modalities, and techniques

👉 The exact Offer letter template and copy review process is the first step in the Quantum Leap program after your 1:1 with me.

Plus, lots of examples of different types of my past clients to draw inspiration from.

BONUS

A Simple Script to Build a Pipeline of Potential Clients

This script is for people who have been actively engaging with your content. It can be sent to everyone at once that fits in a certain group within your audience or to individuals. For example, this could be an email to everyone that has opened an email of yours in the last month, or it could be a post that's for everyone in your FB group.

Or this can be a message or email sent to specific people who have already been in your world for at least a few months and have been engaging with your content in some way.

Step 1: Gratitude for something specific

Examples:

“Thanks so much for sharing your input on my recent poll in my FB group!”

“Thank you for participating in my recent free challenge!”

“I really appreciate your thoughtful comment on my recent post about _____” .

Other ideas for gratitude:

- Being a member of my Facebook group
- Being on my email list
- Liking my business page
- Your thoughtful comment on my recent video about _____.
- Reaching out a few months ago to inquire about working with me (or enrolling in the xyz program).

Step 2: Opportunity

“Soon, I’m going to be opening up an opportunity for (describe the YES client from your “I help” statement) to _____ (describe what challenges they want solved and/or results they want).

I’ll be announcing it soon. When I do, would you be interested in hearing the details?”

(Note: You are not talking about your program, you are talking about pain points and/or results and outcomes.)

**Note if you are in the Quantum Leap program, I will personally review your script before you send it out so we optimize the opportunity.

Step 3: Responses

I can almost promise you that you’ll get some messages, emails, and/or comments back!

Now what do you do with those responses :) !?!

Wait a week or so and then write an “Offer Post” or “Offer Email”. Send the link to a post or the content in an email specifically to that or those individuals.

Have a clear CTA for your program in that piece of content and let them respond back.

No pushy salesy-ness. Just let them reply back to you and let you know they are interested (some will!).

One client in the Quantum Leap program did this exercise and got 10 people raising their hand and then when she circled back 4 people booked calls and 3 enrolled into her \$2500 offer!

Pretty simple from just a few messages!!

What makes this work is when your content (and the Offer letter you send them once they say they are interested) is really MAGNETIC for your YES client.

While this leads script is a little “hack” we teach so clients can get some leads quickly, it’s going to be your regular posts and emails that really speak to them - you get responses like “are you in my head?!” - that will bring you the new, consistent leads that become amazing clients.

[Send me a message on FB if you'd like the Quantum Leap details!](#)

Thanks so much for being a part of the Offer Incubator!



Hi, I'm Joy

Hi! I'm Joy, creator of the Simplify to Multiply® Method, helping women scale their business by simplifying their focus. In my 11 years as an entrepreneur, I've been featured in both O and Entrepreneur magazine as a leader in the business coaching industry.

I'm known for my warm but no-fluff approach to helping women do their soul work in the world. Even while raising my daughter with multiple disabilities, I've been able to build a robust 7 figure business by keeping a simple and scalable focus.

If this is what you want then [CLICK HERE](#) to send me a direct message and let me know you're interested in learning more.

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