

Entre-Talk: What Might Be Wrong With Your Offer



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With Your Host

Jody Moore

[Better Than Happy](#) with Jody Moore

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I'm Jody Moore and this is *Better Than Happy, Entre-Talk: What Might Be Wrong With Your Offer*.

Did you know that you can live a life that's even better than happy? My name is Jody Moore. I'm a master-certified life coach and a member of the Church of Jesus Christ of Latter-Day Saints. And if you're willing to go with me I can show you how. Let's go.

Okay, listen, people, I want to talk to all of you especially if you're a coach, a healer, an expert and you have some kind of a service based coaching program or courses or something like that or a service that you offer to people. The better we can dial in your offer, the easier it will be to grow your business. Think about it, if you have an offer, meaning whatever it is that you sell people, whatever people sign up for and what they get at the end of working with you.

If people really want it, if it's exactly what they have been looking for and it sounds like it will solve whatever challenge you solve, then it's going to be so much easier to market it and sell it in the end. If you can describe it succinctly, if it's exactly what they want and it addresses their problem in a new and different way, that's the easiest way to grow your business. And this is why when I help people I always like to start with the offer. Now, I want to say that most of, I'm going to say coaches but I mean I'm trying to include all of you. If you're a healer or an expert or something, just bear with me for a minute.

What most coaches do, is they create an offer for a person who is them before they learned what they now know. And that's not a bad thing. It's okay that your niche or your client avatar or your ideal client, whatever you want to call it, that person is you before you discovered what you now know and teach others. That is the case for most of the coaches I work with. That's the case for me certainly. I don't think that's wrong.

But where we go wrong is then we offer them what we realized we needed and what we want now instead of what we thought we needed or wanted back before we had the transformation we had. Here is what I mean. I first

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found coaching when I was young, I was going to say newly married but I had two kids, so not that newly married but within the first, what would that have been? Five or six years of my marriage, maybe it was around the 6th or 7th year.

Anyway, newer in my marriage, newish mom, super young kids, working in corporate, overwhelmed, overweight, unhappy, money problems, all those things. That is when I found coaching actually coincidentally through my corporate job but then I figured out it was like magic in my personal life. And so I think about that version of me, the young mom who felt guilty about struggling with her responsibilities as a mom and sort of having a hard time being at home, feeling bad about that. That's where I was, that's when I found coaching.

If I offer her, thought work, she's like, "No thanks, I'm out, I already have enough on my plate. I don't want thought work too." That is not what I was looking for. That is not what I would have Googled. That is not what I would have gotten out my credit card and paid for. Do you know what I wanted? A strategy to simplify my life. I might have paid for how to declutter the house. How to get little kids to eat healthy food when they will only eat Dino nuggets. I still might pay for that program to be honest. How to potty train your toddler. How to reconnect in your marriage.

How to help a spouse who is dealing with depression or anxiety. How to navigate rush hour traffic with two toddlers in the back seat. These were all problems I was having, that if something came along that was that specific, I might be like, "What? That sounds like something I need in my life." That's what I would have paid money for. That's what I would have signed up for. How to deal with being unhappy if your life on paper seems pretty ideal. That's what I would have signed up for. How to get three hours back in your week every week.

I mean those are the types of things that would have spoken to me. Coaching, come and get coached, probably not so much. So your offer can't speak to what you know they need even though in the end you're

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going to give them what they need. And I'm not talking about doing a bait and switch, we're not going to trick anybody here.

I am just saying, you have to think about if your ideal client, if your niche avatar person is you before you had the transformation you've had. Then you have to use the language and meet that person where they are, not use the language that you use now that you know what you know. Are you with me? Now, the other thing people do is they, in the name of trying to narrow their niche. They start using adjectives that are only specific to them. So your ideal client avatar is a version of you but he or she is not actually you.

So you have to be careful about bringing in little odd things that are only relevant to you, that actually most people can't relate to at all, because it just makes the offer weird. So for example, again, I'm just using myself as examples. So if I'm like "Hey, if you're a young mom and you're overwhelmed and you're trying to balance work and being at home and you feel guilty because you'd rather be at work than being at home, I can help you.

And also if you love Disneyland and you love Taylor Swift, I'm your girl", because those things, okay, yeah, I do love Disneyland and Taylor Swift but that doesn't really matter. And some of you are doing that in ways that are actually turning people off. When you start bringing in weird things like, but you also really value spirituality but you kind of consider yourself not religious but you love this. It just gets too like that doesn't have anything to do with it. That's not narrowing, that's just complicating your niche. Do you see what I mean?

Some of you do this in what sounds fun to you to offer. This is what sounds fun to me as I want to be able to teach people online. Or I want to be able to work with people in groups or I want to be able to do whatever it is that you want to do. But in the end if that's not what they want and you don't have enough traction yet to get people to accommodate what you want then you've got to meet them where they are and give them what they want. What do they want?

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Again, for those of you that are making less than 200/300K you're in an ideal situation because what I recommend you offer is the thing that people want and is, I think, the easiest to sell and that is private coaching. They want a one-on-one experience. They want a private coach who will really hold their hands, whatever your niche is, whatever you do. People value and will pay more for private coaching. So just offer that.

Again, once you gain a bigger following and you have a bigger demand and you understand what you're doing more and you develop more tools and all of that, then you will be able to scale. You'll be able to do groups if that's what you really want to do. You'll be able to do all kinds of things. But in the beginning, you've got to get some traction. You've got to get some momentum and you've got to get most importantly, some revenue coming in so that you can then reinvest in yourself and in your business to then be able to go offer those other things down the line.

So keep it as simple as you can. Offer people exactly what they want and offer it in the way that they want it. So let me try to give a couple other examples. Again, I'm not trying to say do this niche. I don't know what niches will work, you have to test them. I'm just saying, again, if you work with young moms, if I were just starting today, I would brainstorm what are all the things that young moms think they need. And then I would start singling out the ones that I think I could help with through my skills, through my coaching, through my expertise.

Potty training, everybody wants to know how to potty train, what is the right way? What is the best way? How do we make it less miserable? That could be your coaching business, not like, I'm going to help you get in touch with your inner child and discover your whatever. No. Yes, that's going to happen as you work with them. They're actually going to accidentally as they learn how to potty train, they're actually going to accidentally get in touch with themselves and like themselves better.

But in the end that's not what people are out there looking for. That's not what they think is the problem. Here is the truth. All of us just need to be more confident, genuinely confident. Confidence and humility are the same

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thing. I did a podcast on this not too long ago. If we were genuinely confident we would be naturally humble and naturally giving and loving and kind and less judgmental and less fearful. So we could all just offer confidence coaching but mostly people aren't looking for that. They don't realize that's their problem.

What they think is their problem is that their marriage is struggling. Or that they have in-laws who disapprove of them. Or that they have a boss who is unfair to them and is sabotaging their career. Or that they don't know enough about marketing and sales. Or that they are not getting the same opportunities as everyone else, so that they can't find their spouse or that they can't get into college or they can't decide what their career should be, or etc. Those are the things people think they need and that's what you need to offer.

You pick something, you become an expert in that area so you can offer a lot of action line advice along with actually helping them build confidence. But you've got to put it out there in the way that they want it. What do people want? The people that you feel called to help, what words do they use? In what manner would they love to get it? If you were to put it out there in this way, if your offer included whatever timelines and whatever modality and whatever cost and whatever benefits that would make people go, "What, I have got to get that", what would that be?

If you have questions on this, bring them to me on Instagram. You can DM me, I am @jodymoorecoaching on Instagram and you can send me a DM. You can also go get my free training if you haven't yet, it will help you get started. Go to jodysfreetraining.com. But bring me your questions if you'd like, I'd be happy to look at your offer. But think about the things I just told you and take a guess. You've got to begin with a guess of what you think would be the best way to describe it.

Alright, thanks for joining me today, entrepreneur friends, love you so much. I'll see you next time.

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Hey there, if you enjoy this podcast or even if you just find that it sort of piques your curiosity, or it makes you think, you're going to love the book that I wrote. It's called *Better Than Happy: Connecting with Divinity Through Conscious Thinking*. And it's available now at Amazon in print or kindle version. Or if you want me to read it to you, head over to audible and grab the audio version. And why not grab a copy for your sister, your best friend, or your mom while you're there too. Just saying.