

Entre-Talk: The Destination and The Plane



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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: The Destination and The Plane*.

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.

Hey, everybody. So a couple of episodes ago on *Entre-Talk* I did an episode called What Might be Wrong With Your offer. If you are working on trying to get more clients or customers into your program or course, whatever it is that you offer, then make sure you've listened to that one because the better your offer, the easier it will be to sell. If you have an amazing offer that everybody wants, you won't have to do much marketing and sales.

So a big part of what I work on with my clients is just getting your offer right. So in response to that episode, I told people that you could come to Instagram and you could DM me your offer and I would give you some feedback on it. And that's been really fun. A lot of you have taken me up on that and it's been fun dialoguing with you in the direct messages on Instagram about your offer. And as I did so it made me realize another piece of this that a lot of people don't understand and I want to flesh it out for you.

Now, it's challenging, I mean this is a limiting thought but I'm going to offer it to you anyway because I think it will provide some of you, some relief. It's challenging in your own business to be able to describe what you do succinctly, it really is. It's challenging for me. It's challenging especially in my life coaching business. The business I offer, where I coach people on how to feel better. It's hard to put into words. It's a little bit easier with the business coaching I do or even the advanced coach training I do but if it's challenging for you, don't worry, that's normal. You're not alone.

We'll get there, be patient with yourself, try out different ways. Talk to other people, ask them how they would describe it. Play with different ways to

Entre-Talk: The Destination and The Plane

describe it until you get to where you understand what you're doing really clearly. So I just want to begin with that. But what I mean by describing your offer is I want to know what is the destination. A lot of you are telling me about the plane that will take us to the destination. And that's still something that you're going to need to be able to describe at some point, but upfront that's not what I want you to describe.

I want you to describe the destination. I want you to describe Mexico. If we're going to Mexico I want you to tell me why I might want to go there. I want you to remind me how amazing it feels to sit on the beach and take in the sun. I want you to tell me about the all-inclusive food so that I won't have to worry about food. But I want you to tell me about Mexico, reminding me how it will de-stress me and create amazing families with my family or friends and that life is about having experiences and that's what actually expands us, helps us meet people.

Tell me about Mexico and how relaxing and fun it will be before you tell me about the plane that's going to take me there. A lot of you who DM'd me your offers told me about the plane. And maybe you told me a little bit about Mexico but that was 5% of it or even it was a PS. Even though the PS might have come at the beginning it was things like, I don't want to give away anybody's confidential information about this so I'll just give some examples. These are not things that you guys sent me but these would be other examples of the similar types of things you sent me.

So let's say I'm a breath worker then the destination might be, I help women feel better. But the plane is that I use breathwork, I do seminars or classes or you sign up to work with me for eight months and we meet twice a month and I take you through guided breath work exercises. Again, I don't know about breath work so maybe this isn't the way it works at all but you get what I'm saying. The destination is you're going to feel better, you're going to get over your anxiety or you're going to heal from trauma or something like that.

The plane is the number of times that we meet, how we meet, what I get, whether or not you send me something in the mail, whether or not it's in

Entre-Talk: The Destination and The Plane

groups or individual. All of that is the plane. Now, if I were to say to you, “Hey, come and get on the plane with me. The tickets are a great price right now. And you can get a first class seat if you buy it right now. And on this plane they’re going to be serving these kind of snacks. And this airline has a great history of leaving on time and arriving on time. So you don’t have to worry about your plans getting messed up.”

You want to buy a plane ticket, what are you going to ask me, “Where are we going?” You don’t care about any of that. You don’t care about the price of the ticket or the seat or any of that unless you know that the destination where that plane is going is a place that you want to go, that works for you, that you are interested in, that works in your schedule, that’s with people you want. That’s the most important part.

When my girlfriends and I decided to go see Taylor Swift in Vegas earlier this year, super fun, highly recommend going to see Taylor Swift with your girlfriends or any kind of trip or going to Vegas, all of it love. But my point is we didn’t say, “Plane tickets are this amount.” We first said, “Let’s go to Vegas.” One of us got Taylor Swift tickets, let’s go. We all knew we wanted to go together to that event in that location then we figured out how are we going to get there.

Some people bought plane tickets, some people drove. There can be lots of different ways to get to a destination but it doesn’t matter what the way is if we’re not clear that we want to go to that place. So you have to think about how you describe your destination. And I talked a little bit in the previous episode of What Might be Wrong With Your Offer. A lot of you are just describing the destination but you’re also describing what it is that you know they need instead of the way they would describe what they want.

So here’s what we want in the end. I want you to use this to brainstorm how you describe the destination. We want time back in our day. We want more time. We want to save time or in some way have more time. We want to have more money. We want to have better relationships. We want happiness. We want success in various areas whether that be weight loss

Entre-Talk: The Destination and The Plane

or business or just fitness in general or keeping the house the way we want it. We want a beautiful home. We want to feel good about ourselves.

Now, all of these that I'm describing these are just starting points. You've got to take these general concepts of what people want and you've got to distill it down into a specific niche for lack of a better word or niche that you can serve. So let's say we take healthy relationships. We want healthy relationships. We want to feel like we have people that love us. We want to have people around to love. We are creatures of tribes. We're tribal and we need and want people around us. That is very broad but that's, we're talking about destination here.

How do we narrow it down to a more specific destination instead of just we're going to go to a tropical place, how about we're going to go to Hawaii, we're going to go to Mexico etc.? So within relationships what do you do? Maybe, I was just talking to my sister was it, about this? I was like, "Gosh, I feel like someone should start a coaching practice." Well, there are people that do this actually but I love the idea of helping LDS young adults find their spouse. A dating coach or marriage coach, pre-marriage, get engaged coach, are you with me? For young single LDS adults, young adults.

Because for me anyway that was a crazy time of life and I had some crazy thoughts and stories in my head that made all of that more dramatic and harder than it probably needed to be. So do you see how that's a specific destination within the overall field of relationships? But what do people want? Now, how are they going to get there might be your coaching program, your class, your whatever it is that you do but that doesn't matter until we're sure they want where you're going. They want to go where you're going.

So plane versus destination, I don't know who first came up with that analogy, definitely wasn't me but it's a brilliant easy way to think about it. Now, once we've sold people on the destination and they're following you, consuming your contents on your email list and they're starting to get a

Entre-Talk: The Destination and The Plane

taste of it even, they're getting some help from what you're teaching them. Now you can start talking about the plane.

You can say, "Did you know that I have a plane that goes where we're trying to go and I can take you there? I know you're trying to get there by listening to my podcast, by reading my social media account, by reading my emails. That's great, but we can go a lot faster if you get on my plane. If you want to learn about my plane, come to this place or here's how my plane works. Join my program, buy my course, sign up for my coaching package etc." So then you can start talking about the plane but only once they're sold on the destination that you're taking people to.

Get those things clear in your mind and be clear about who you're talking to and will help your conversions so much. And I'm still keeping an eye on my DMs, I'm trying to answer all of them. If you want me to take a look at your offer, I'm happy to do that. I'm @jodymoorecoaching on Instagram, you can find me there. Alright, take care everybody, have a good one.

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.