



Irresistible Offer Worksheet

By James Francis

Let's Get Started!

1. What is the **one specific & desirable outcome** my online course will help people to achieve?

Tip: If there isn't one, tweak the course topic until it provides one specific and desirable outcome.

2. Which **topics could I cover in the main curriculum** to take people from knowing nothing at all to achieving the above outcome?

3. What **experience** do I have in this area? Why should people listen to me?

4. Do I have any ideas for **bonuses** yet?

Tip: No worries if not, as these can always be added later - even after you launch!

5. Will I be providing a **dedicated community** so my customers can get their questions answered? If so, do I have any ideas for it yet?

Tip: The specifics of how to set this up can be addressed later – let's just plan things out for now.

6. Will I be including any high-ticket **coaching elements** (e.g. weekly webinars, 1:1s with team members, etc)?

Tip: This should ONLY be done if you'll be charging \$2,997 or above at the very minimum.

7. Do I have any results-based (e.g. "I started at X and achieved Y") **testimonials or case studies** from other people following my advice on this topic yet? Summarize them below.

*Tip: No worries if not – we can gather these **while** making sales (not before!) when following the right strategy.*

8. Based on all the above, what **price will I be charging to begin with?**

Tip: Follow the "sweet spot" advice in James's training to see what will work best for you.

9. What **price would I like to charge eventually (i.e. my "end goal" price)?**

Tip: Follow the advice in James's training to see what's realistic and possible.

Additional Notes