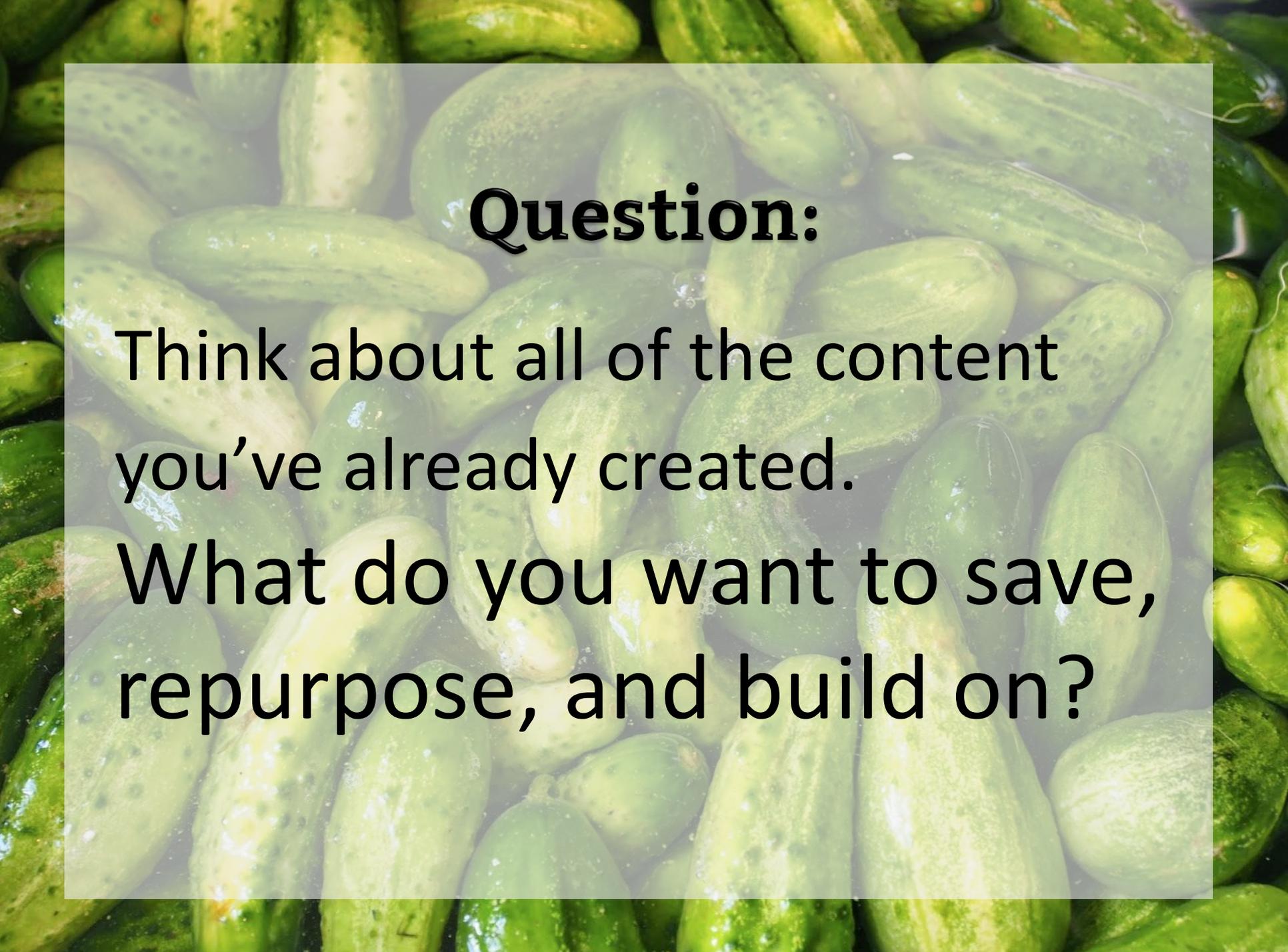


{Digital Dining Room} 

[B&L] Programs & Packages

That Help Both You and Your Client Succeed

Story  Bistro



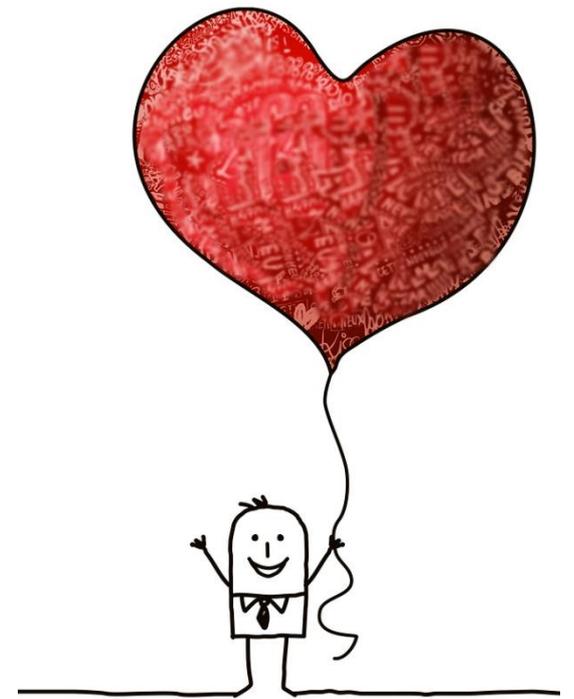
Question:

Think about all of the content you've already created.

What do you want to save, repurpose, and build on?

Question:

Is that a product your client **NEEDS**? Or
is it a product they **WANT** to buy?



What They Need vs...



What They Want (Willing to Buy)



It's Hard to Do the Right Thing
When Frosting is Involved

Pickle



How Much Time On...

- ▶ The Client
 - ▶ The Concept for your Package, Product, Program
 - ▶ Making it all happen (behind the scenes)
 - ▶ Marketing
- 

Leverage Your Existing Work

- ▶ Take an inventory of what you've already done.
 - ▶ Determine what would fill biggest gap for your clients.
 - ▶ **Know what your brand/business requires for success.**
- 

Pick Your Best 10-15 Clients

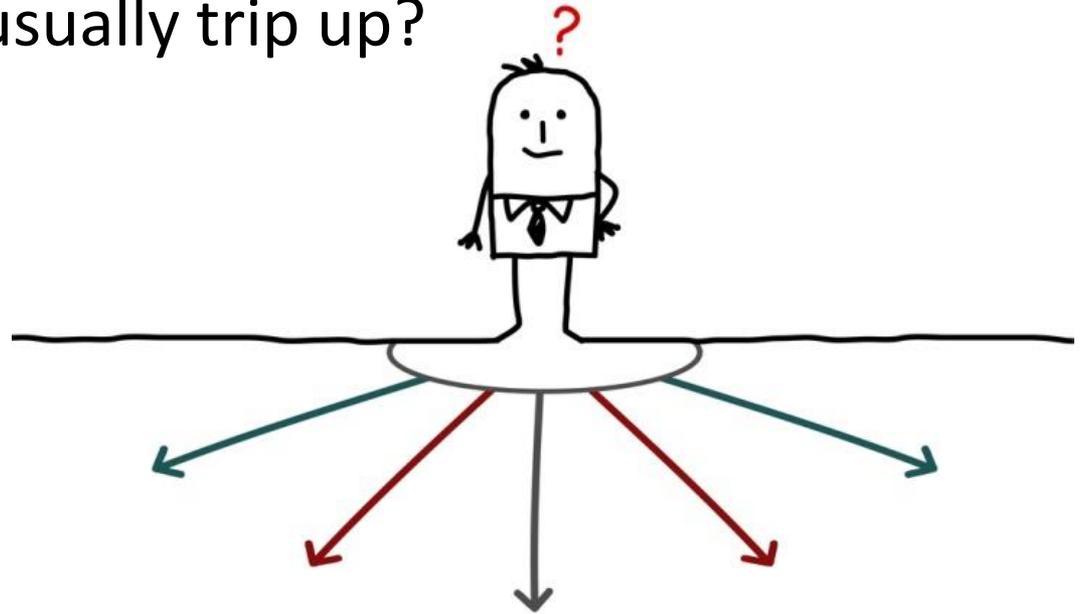
- ▶ Learn everything about them that you can
 - ▶ Ask yourself, “Would X buy this?” “What does X want?”
- 

Mindmap Your Offer

- ▶ What's included?
 - ▶ What are people asking for?
 - ▶ What do they actually need?
 - ▶ What are the 3 main objectives?
 - ▶ What are you willing to provide?
 - ▶ How does it fit within your other offers?
- 

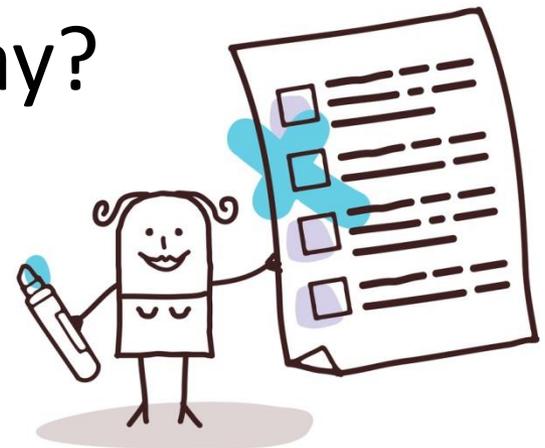
What's Your Normal Process?

- ▶ What questions do you ask new clients over and over?
- ▶ What questions do you answer over and over?
- ▶ What steps have to occur and in what order before someone can be/have success?
- ▶ Where do people usually trip up?



Time to Beta-Test

- ▶ What are you hoping to prove?
- ▶ How will you establish proof?
- ▶ How many people do you need to review and test your offer?
- ▶ How long will it take to see results?
- ▶ What are they willing to pay?



Testing Helps You Sell

- ▶ Results you can talk about in words that matter to your clients (OUTCOMES!)
 - ▶ Testimonials for sales pages
 - ▶ Confidence for you and your offer
 - ▶ Helps you reach the early adopter segment of your audience
- 

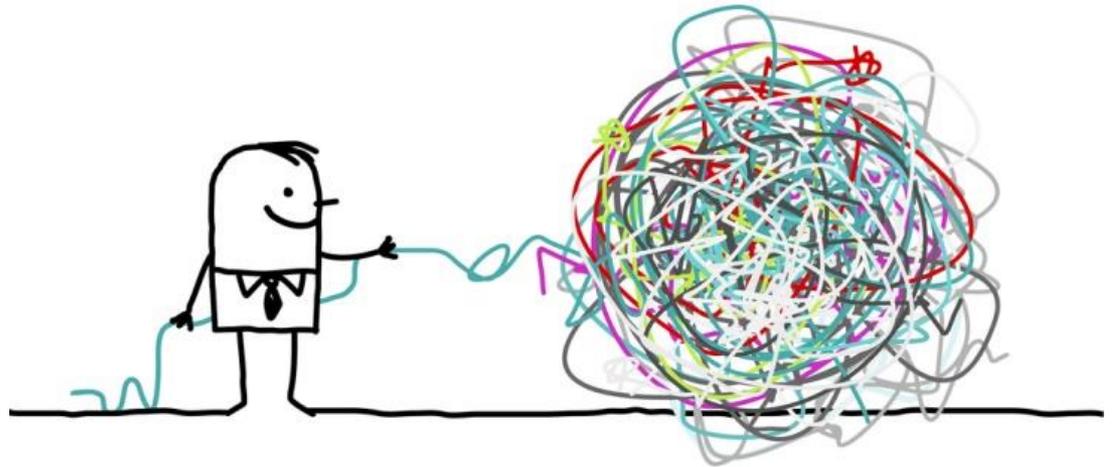
Testimonials

The best ones tell us...

- Where were you when you showed up? What was going on? What kind of pain or challenge were you stuck with?
- What's changed? And by how much? (Numbers!) How do you FEEL now? How are you prepared to move forward?

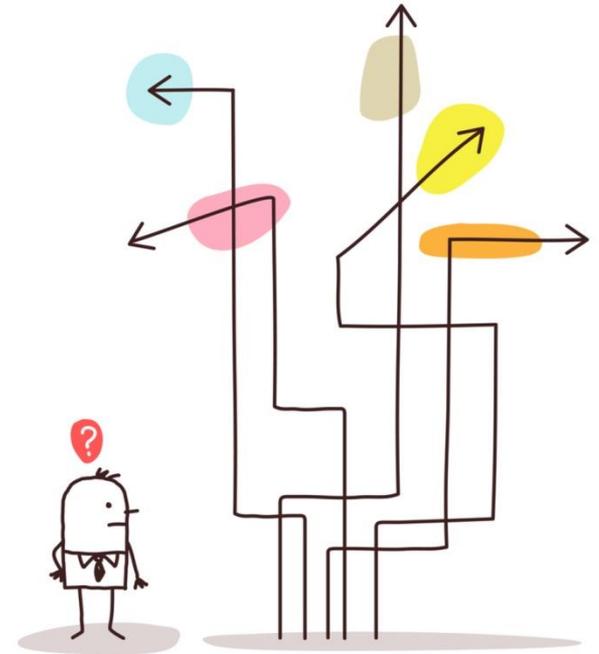
Mistakes to Avoid

- ▶ Don't spend a lot of money buying tools and building systems
- ▶ Invest *only after* you've proven demand



Mistakes to Avoid

- ▶ Don't create something that will dilute or confuse your brand.
- ▶ Be sure the offer aligns with your core mission.



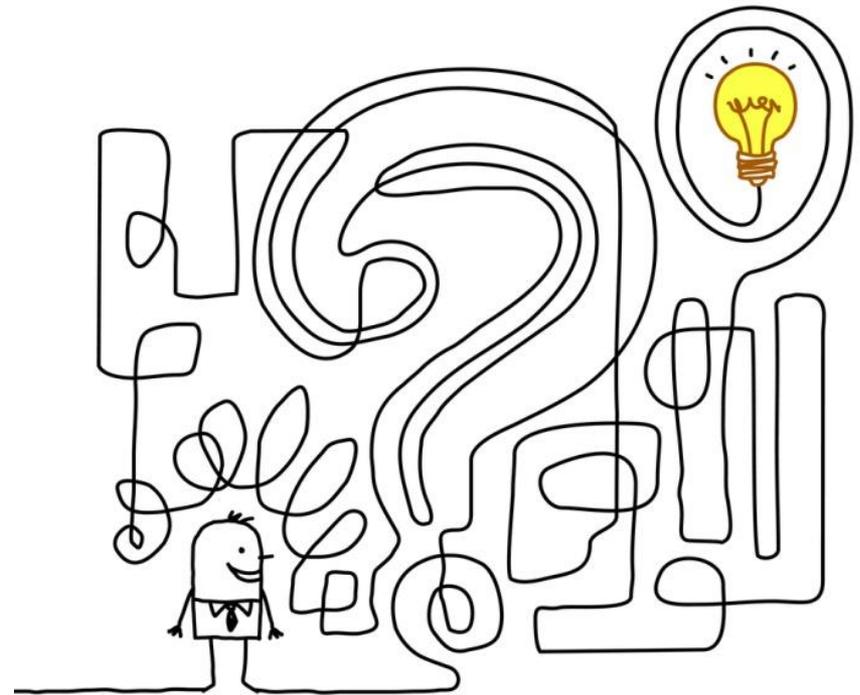
Mistakes to Avoid

- ▶ Don't create something new just because you're bored or have fallen victim to Bright Shiny Object Syndrome.
- ▶ Keep an ideas file for hot moments of inspiration and creativity



Mistakes to Avoid

- ▶ Don't build something with more moving parts than you have the capacity to maintain.
- ▶ Systemize *before* you scale.



Your Mission

- ❑ **Do an inventory of your existing content.**
- ❑ **Mind map ONE program or package and...**
 - Name it, describe how it aligns with your brand.
 - Describe WHO it's perfect for.
 - List the content you might discuss and the pricing you might use.
 - Do a features/benefits analysis for us
- ❑ **If you're ready, make an offer for beta-testers.**

The Prize

1. Post your answers to the forum no later than NOON Friday, September 25th @ Noon (PST)
2. **Each person who meets the deadline will be entered into a drawing for a free 30 min strategy session on the creation and implementation of your package.**