

CLIENT GROWTH
Framework

WORKBOOK

Big Questions

WHAT DO YOU WANT TO BE KNOWN FOR?

Take a few minutes and brainstorm what services you want to offer to get your "foot in the door":

What would you do for FREE - just because you love doing it?

How much money do you need to make each month to feel comfortable?

What exactly do they get?

List out everything included with your offers. These will be the bullet points that make it crystal clear exactly what is included (and not included) in your offer.

Here's one of mine for an example:

WEBSITE DESIGN (3-6 WEEKS)

You're ready to really show up online. Way to go! Let's make this happen.

I'm passionate about building a brand from a concept to completion and your website is WAITING to be launched!

Here's what you'll need before we can start working together:

(and if you don't have them, I can help you get that taken care of)

- Domain name & hosting
- Copy
- Professional photos (no selfies!)

Your new website will showcase your genuine & authentic message and will be supported by an experienced designer (that's me!) who is honored (and excited!!) to be part of your journey.

You see, it's more than just a website. It's YOU. It's your business. It's your brand. And it's going to be glorious!

YOU'LL GET:

- Up to 7 content pages
- Blog feed
- Subscription box connected to your email provider (MailChimp, Aweber, etc)
- Plug-ins (each unique website will call for a different set of plug-ins)
- Custom designed favicon
- Embedded videos (if needed)
- Contact form
- Mobile-friendly design

You'll also get a unique training video that walks you through your new website so you'll be able update your blog, post new pages and update your menu like a pro!

INVESTMENT STARTS AT \$2495

Notice how the bullet points and offer description answers questions like "how long will it take" and "what do I need before we get started".

Core offer #1: _____

What do they get?

Bullet 1: _____ Bullet 5: _____

Bullet 2: _____ Bullet 6: _____

Bullet 3: _____ Bullet 7: _____

Bonuses: _____

Estimated time to do the work: _____ Your price: _____

Core offer #2: _____

What do they get?

Bullet 1: _____ Bullet 5: _____

Bullet 2: _____ Bullet 6: _____

Bullet 3: _____ Bullet 7: _____

Bonuses: _____

Estimated time to do the work: _____ Your price: _____

Core offer #3: _____

What do they get?

Bullet 1: _____ Bullet 5: _____

Bullet 2: _____ Bullet 6: _____

Bullet 3: _____ Bullet 7: _____

Bonuses: _____

Estimated time to do the work: _____ Your price: _____

Your Core Offers

What you want to be known for that helps you get your “foot in the door” with new clients.

So if your skills are copywriting, social media management and tech, you would lead with social media content for the niche you’ve chosen to start with.

Remember, your business is going to grow and evolve over time. You aren’t stuck with what you choose today. If you decide today that you want to work with Yoga instructors and then you realize that you prefer to work with chiropractors, that’s perfectly normal.

The important thing is to start somewhere.

Start with three core offers. This is what you want to be known for. Although you may be able to help people in a hundred different ways, your core offers are what’s going to attract your ideal clients.

Did you know Hooter’s has a dessert menu?

Hooters has a full menu that they never talk about. There are burgers, sandwiches, tacos, cheese sticks and even salads.

Why don’t they advertise for the salads or desserts that are on their menu?

Because it’s not their core offer - or what they want to be known for.

They want to be known for wings, beer and pretty girls. That’s their three core offers... what are yours?

Your core offers

Core offer #1: _____

Core offer #2: _____

Core offer #3: _____

Pricing Calculator

How much money do you need to earn each month to replace your current income?

What is your current hourly rate? If you're on salary, what does your salary average out to be for every hour?

Multiply your current hourly rate by two (this a good estimate of the rate you'll need to charge in order to replace your current income):

How much money do you really want to make?

Ideally, how many hours do you want to work on your business each day?

Divide the hours that you want to work each day by your current weekly income and then double that number.

Example: Current hourly pay is \$20 an hour which is \$800 per week before taxes and you've decided a 6 hour workday is ideal for you.

$\$800/\text{week}$ divided by 30 hours = $\$27/\text{hour}$. Multiplied by 2 = $\$54/\text{hour}$.

Current weekly pay: _____ Divided by the hours you want to work: _____

Multiply by 2: _____

That's your ideal hourly income to replace your current income. Even if you're starting out at a lower introductory rate, it helps to know what your income goal is.

My first client was at \$15 an hour. I knew I wasn't going to be stuck at that rate forever but I needed some testimonials and more portfolio pieces so that's where I started. With every new client, I raised it by \$5 an hour until I was able to replace my income.