

T H E P O W E R O F



ONE

**Why one great offer can  
transform your business**



CHRIS MELVILLE



## CLARITY QUESTIONS

Which single problem or transformation feels most aligned with your expertise and lights you up to deliver?

How would your marketing and sales feel different if every piece of content point to one clear, irresistible offer?

What kind of business and life could you build if you trusted one well-crafted offer enough to refine and repeat for the next six months?



## **SPOT YOUR ENERGY SWEETSPOT**

List all the services or offers you've created in the past 12 months.

Check the one that delivers your best results and lights you up.

List any offers that drain you or confuse your audience.



## DECIDE WHAT TO SELL

	Person	Problem	Promise	Like?	Help?	Pay?
1						
2						
3						



## CHOOSING THE RIGHT MODEL

Rank your audience size (small, medium, large), desired level of client interaction (high, medium, low), and income goals (monthly or yearly).

**Using these, tick which model(s) suit you:**

Group programme – premium feel, smaller audience.

Course – scalable, needs funnels and engagement.

Membership – recurring revenue, but needs large engagement.

Done-for-you intensive – high touch, fast results.

**Which model feels both exciting and realistic for your stage?**



## **AVOIDING MISTAKES**

Write down one time you said yes to an offer or model that didn't align with your audience or energy

What did you learn and how will you validate ideas before building next time



## MARKETING YOUR OFFER

### **I help...**

I help service-based solopreneurs who are brilliant at what they do but clueless about running a business take control and actually enjoy being the CEO.

### **To...**

simplify their business and clear their mindset demons so they get fully booked with one clear, stand-out program.

### **Because...**

struggling to get clients doesn't mean you're a failure, just missing some skills you've never been taught.

### **My clients are often embarrassed to tell me...**

that they have no idea what they're doing when it comes to running their business.



## MARKETING YOUR OFFER

### **I'm known for...**

telling it straight, giving you the tools to make massive mindset shifts and helping you fall in love with your business.

### **I'm awesome at...**

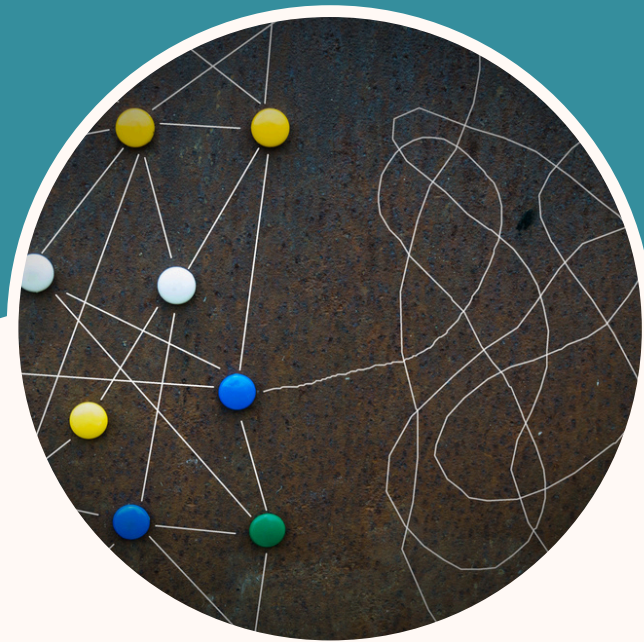
spotting the gremlins in your subconscious that are holding you back without you even realising it.

### **My biggest achievement is...**

facing my own demons during my healing journey, finding my voice and moving from the person that fixed everything for everyone else to someone who knows that putting my needs first is a sign of self-love, not selfishness.

### **My core values are...**

growth through knowledge not hope, honesty and ambition.



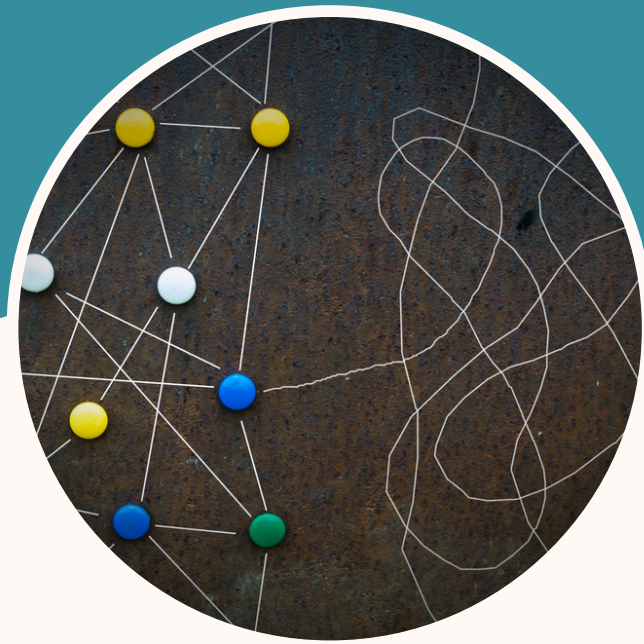
## YOUR OFFER OUTLINE

I'm creating a group programme for (dream clients) who are ready to (insert desired result). So that they can finally (achieve measurable results). (Offer) will be (x weeks/months) and will include (key features). By the end of the program you can expect to (desired results).

Ex: I'm creating a group programme for coaches and nutritional therapists who are ready to launch their own signature offer. So that they can finally scale their income while working less. The Client Flood Formula will be six months and will include training videos, weekly group coaching sessions and a community. By the end of the programme you'll have a fully crafted signature offer – refined, validated and either launched or ready to launch with confidence.

A (insert duration) group programme for (insert desired clients) who are ready to (solution) so they can (desired result),

Ex – The Client Flood Formula is a six-month group programme for coaches and nutritional therapists who are ready to create a signature offer so they can scale their business financially while getting more free time.



# YOUR OFFER OUTLINE

NOTES



# YOUR NETWORKING ONE-LINER

A (insert duration) group programme for (insert desired clients) who are ready to (solution) so they can (desired result),

Ex – The Client Flood Formula is a six-month group programme for coaches and nutritional therapists who are ready to create a signature offer so they can scale their business financially while getting more free time.

## NOTES

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 **ONE**

**Winning isn't playing every  
hand - it's knowing when  
to go all in on ONE.**

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