

FIRST OFFER POST WORKBOOK

Turn One Sentence Into Your First Paying Client

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Purpose of This Workbook

You don't need a website, logo, or perfect content plan to start.

You just need one clear post that says *what you help people do* and *invites them to talk to you*.

This workbook walks you through creating and posting that line , today.

Step 1: Define Your Transformation


Write this line:


“I help [type of person] who struggle with [problem] to [result].”

Examples

- I help busy professionals who feel stuck in their careers gain clarity and confidence to transition into coaching.
- I help new moms who feel overwhelmed create simple self-care routines that fit into their real life.
- I help small business owners who hate marketing attract consistent clients with authentic storytelling.

Your Turn:

 I help _____
who struggle with _____
to _____

 **Tip:** Keep it simple and real. One clear problem + one specific result = instant clarity.

Step 2: Add a Simple Invitation

Under your one-line offer, write this:

“If that’s you and you’d love help with this, drop ‘I’m Ready’ below or send me a message.”

No long caption. No graphics.

Just this line — because conversations start businesses.

 **Write yours below:**


Step 3: Commit to Action

Pick one platform : WhatsApp, Facebook, or Instagram.

Now, **post what you just wrote.**

I’ve chosen _____

I’ve posted my first offer (post date) _____

 **Reflection (after posting):**

How did it feel to finally put it out there?

Step 4: Track Your Conversations

When people comment or DM, record their responses here.

Name	Platform	Comment/Messag e	Next Action
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Real Example: Barakat’s Tiny Win

Isi Aigbos was terrified to post her first offer.
She wrote one simple line inside *Expert2Coach* and hit “Post.”
That single comment thread turned into ₦200,000 in sales.
It all began with exactly what you just did.

Belief Shift

You don't build an audience *before* you act.
You build an audience *by* acting.
Visibility follows courage , not perfection.

Next Step: Go Deeper With Me

You've just taken your first visible step as a coach , now it's time to gain clarity on your direction.
Inside the **Niche Clarity Pay-What-You-Want Workshop**, I'll help you:

- ✓ Discover which niche fits your skills and passions best
- ✓ Refine your 5-level sub-niche so you stand out online
- ✓ Identify your first profitable idea to test immediately
- ✓ Turn your expertise into a clear, market-ready offer

 **Join the live session now:**

www.launch-smart.com/live-webinar-www