



MONTH FIVE: YOUR GRAVITATIONAL OFFER

Welcome to your Gravitational Offer workbook

We've come far, my friend. We've traversed the messy, circuitous paths of our heart to identify our passion and contribution to the world. We hit the streets in search of our ideal seeker. We've navigated the mine shafts of verifying the core need and have built a thriving community.

Now it's time to shape our offer to let our gifts take form, and begin taking root in the world.

The goal of this workbook is to help you in these specific ways:

1. To get a handle on what the main marketing message will be with your product based around the Five Cores
2. To help you nail down exactly what your offer will look like in terms of the main elements it will include

This is an exciting place to be. But before we get started, keep in mind that in order to do this properly it's important that you really put yourself in your customer's shoes and feel into exactly what it is they need and will resonate with. Really feel into where they're at (read your active seeker profile) and deeply connect with them at a core level before you begin this process.

Once you've done that, let's jump into it.



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Delving into the core of the universe (or just the Five Cores of your product)

What's the Core Differentiator for your product or service? In essence, what sets you apart in a huge way?

What's the Core Transformation that occurs as a result of your customer using your product?

What's the Core Identity that your customer would be most likely to identify with, as it relates to your product? Basically, what's the fantasy archetype they want to become?



Wrap it up nice n' pretty

What's the smartest way for you to package this offering? If a service, how will you "productize" it?

How will you communicate the potential value your product will bring, that bypasses the logical side of the brain (ie: the dad that wants more energy to play with his kids)?

How much will you charge for it?

Your money where your mouth is

What's your guarantee? What outcome will they get? In how much time? (Remember, this is for the ideal person that takes the steps your product lays out.)



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Blow their head clean off (figuratively speaking)

How can you make this even more valuable? Let's see how many ways you can sweeten the deal, and blow their minds.

What I can add to make the product easier to use:	What I can add to make getting results easier, or taking action easier:



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Lights, camera... action

Now's the time to call them to action. Remember, the best time to start is now.

How can I build urgency? (Limited time bonuses, limited sign-up window, etc.)	Why is the best time now? Will they have this opportunity again?	What's the benefit of starting right now?

Now, take this blueprint and turn each part into a section on your sales page. Find at least 10 sales pages that you believe to be incredibly effective, smart and that your seeker would likely respond to.

Copy what works, revise, and fill in the blanks.

Once you've done that, the summit is in sight. We're almost ready for take off...

See you at the top.