



*Clarify* **YOUR OFFER**

*Streamline* **YOUR STRATEGY**

*Dominate* **YOUR MARKET**

# Welcome!

*I am so excited that you are here!*

*Your offer is arguably the most important part of your business. This is your business, the reason you do what you do and how you serve the people you serve.*

*For many of you maybe you have a general understanding of how you can help people and who you want to serve but your actual offer...the way you organize and package and position and talk about your offer is isn't quite fully ironed out.*

*Or maybe you have done some work here and maybe you have a pretty good idea about what your offer is but you are struggling to actually sell it...or maybe you really love serving people but you just hate selling and you struggle to do it well.*

*My goal for this sprint is to really help you shift the way that you think about your offer, I want to help you be really really excited and inspired about what you do so that you absolutely love inviting people to work with you.*

*I want to really help you feel absolutely clear about what your offer is and to help you make sure that it is absolutely something that your future clients just can't live without. I want to help you decide how to package it up, position it, organize it and make sure that its incredibly valuable.*



*xo,  
Bonnie*

# What's Included in this Offer Sprint?

SESSION

01

Sometimes the hardest part of being a successful course creator or group coach or service provider is **actually presenting your offer and asking people to pay you**. In session one we will dig into how to **go from feeling salesy to really understanding that sharing your offer with the right people is your greatest service and responsibility** as an entrepreneur.

SESSION

02

If you have an offer pulled together and you've been trying to sell it and haven't been successful yet its likely that you haven't truly **zeroed in on what your best prospects really want and how to differentiate yourself**. In this session we are going to make sure you understand **exactly what your dream clients and how to deliver it to them**.

SESSION

03

Presenting your offer is not what happens when you shift from teaching to selling but from the moment your leads walk through the door of your online business. In this session we will talk about how to **ensure that everything you do from lead generation to sales and marketing exists solely to support your offer**.

## Unlock these Bonuses



# Session 1: Selling with Authenticity

In the very very simplest terms your online business should be like [redacted] [redacted] for your dream clients.

A go to market strategy and the reason it is the most crucial thing you can do right now is like building the [redacted] for your dream clients.

When designing an effective business "sidewalk" **the 3 most important things that matter are:**

- 1.** It needs to be [redacted].
- 2.** It needs to be [redacted].
- 3.** It needs to be the [redacted] for your dream clients to walk down.

When you understand that the solution to your clients biggest problem is at the end of your "sidewalk" you are likely going to do everything you can to help them go down it quickly so they can truly have the transformation they are looking for.

The only 3 pieces that really matter are your offer, your lead generation and the way you convert leads into buyers.

# Session 1: Selling with Authenticity

For your sidewalk to be truly effective we need to make sure the end of it is absolutely irresistible.

**Let's talk through 3 ways you can be sure that your offer is irresistible.**

1. Does your dream client know that  ?
2. Is the offer at the end of your sidewalk something  ?
3. Is your offer  ?



# Session 1: Homework

In session one we talked about how important it is to really build a very easy to walk down, obvious sidewalk that leads right into your offer.

We talked about how the easiest sidewalk to walk down is one that leads right to the solution for your dream clients biggest brightest burning fire, greatest problem or greatest desire.

In this exercise we simply want to make sure that you know what that fire is that is raging for your dream clients.

I want you to go where your dream clients are and I want you to just be a fly on the wall and observe how they are talking about their problems, desires and questions.

The easiest place to do this is Facebook but feel free to observe these things in any place where your dream clients might be.

Go to Facebook and type in one of your biggest key words. *For example if you help your clients generate leads then type in lead generation or leads.*

1. What are all of the pain points or problems you come across that your dream clients are talking about or key influencers are addressing?
2. What key phrases or language do you find?
3. What are they not able to do because of these problems?
4. Looking at your research what is the biggest problem your dream client is currently experiencing that you can solve?



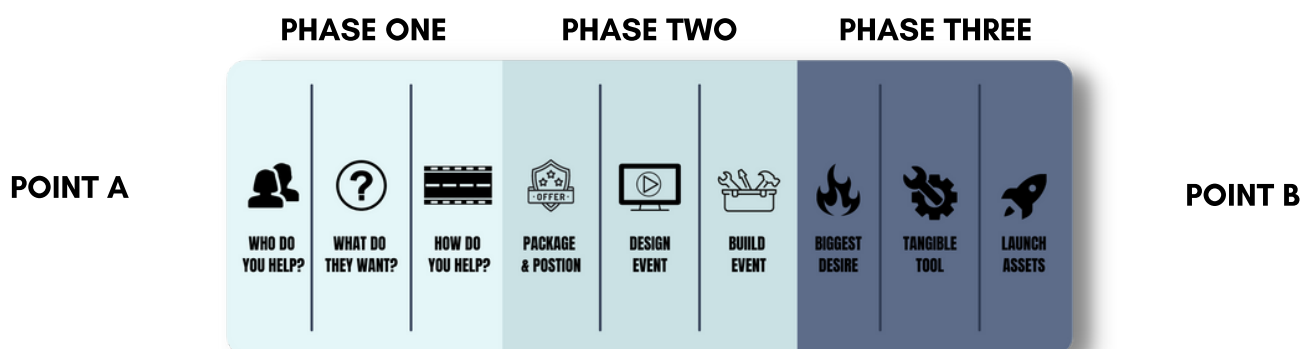
When you share your responses to homework question #4 you'll unlock this bonus Opportunity Matrix Exercise.

# Session 2: Your Transformation Pathway

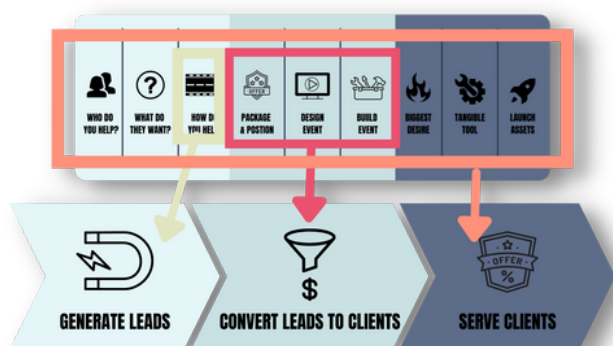
In this session we are actually going to be designing your **unique methodology** for getting your best prospects the biggest transformation that they are after.

When you focus on one big painful problem or one great big desire it allows you to create what we call a **transformation pathway**.

If you were to make a visual representation of the **specific transformation that you can offer your dream clients** it might look something like this:



When you understand the transformation pathway that your clients are looking to go down **you can line it up perfectly with your sidewalk so that you have a very clear slippery easy to walk down pathway.**



Your transformation pathway represents your unique method for getting your clients the big result they want.

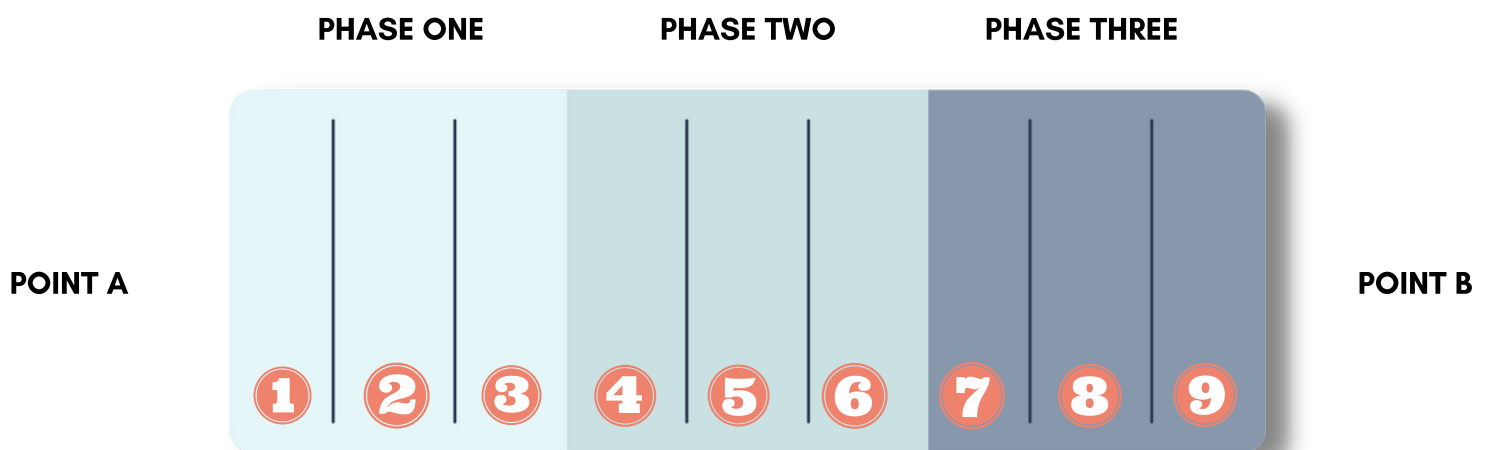
To have a really successful effective go to market strategy you simply need to ensure that **this transformation pathway inspires what you build for your business sidewalk.**





# Session 2: Homework

1. What is your dream client's experience like before they work with you? Where are they starting out? This is Point A.
2. What is your dream client's greatest goal or biggest desire? Where do they want to end up after they work with you? This is Point B.
3. What are the 3 obstacles in their way? OR What are the 3 steps they need to take to get where they want to go?
4. How do they overcome those 3 things or how do they take those steps?



When you share your responses to **homework question #2/3** you'll unlock this bonus to help you really discover what your prospects biggest questions or most painful problems are.

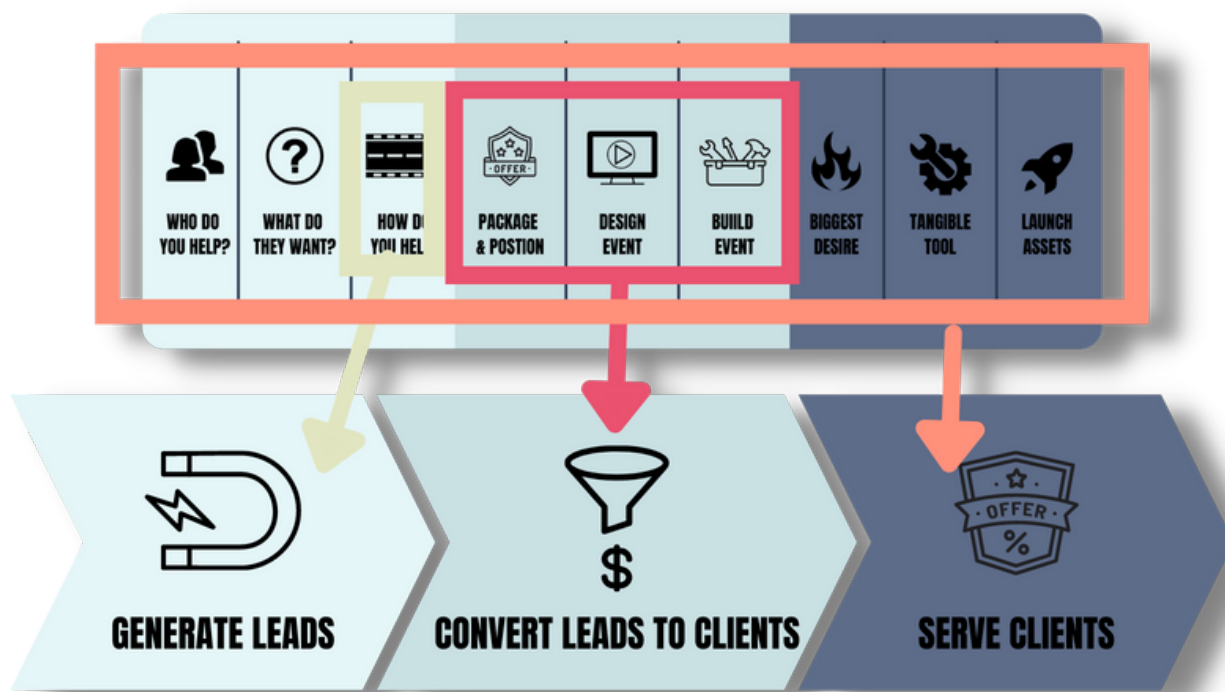
# Session 3: Streamline Your Offer Strategy

In Session 2 we talked about how your dream clients aren't just looking for more information or something to buy **but they are looking for transformation.**

They are looking for your help to put out that fire.

You should have really clarified what the journey to that transformation or the journey to that overall transformation looks like by creating your **transformation pathway.**

When you understand the transformation pathway that your clients are looking to go down **you can line it up perfectly with your business blueprint or sidewalk** so that you have congruency in your marketing, you have a very clear slippery easy to walk down from "hi" to "help me now!" pathway.

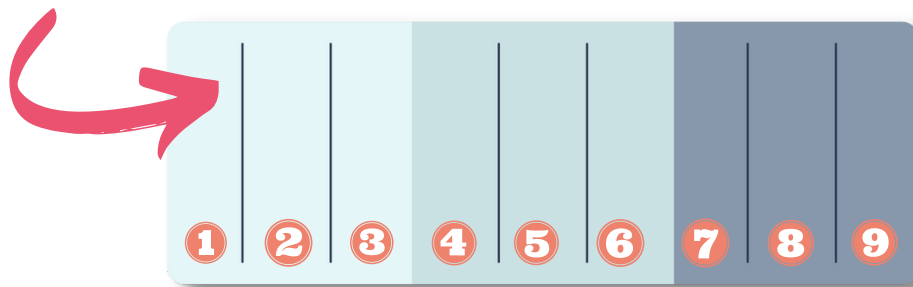


# Session 3: Streamline Your Offer Strategy

We are going to keep working backwards and now that you really understand what your offer looks like we need to focus on the next piece which is your **conversion event**.

This is the way that you'll invite your leads to work with you and [redacted] that you offer that might be a challenge, a workshop or even a webinar.

The **ideal conversion event topic** for you is going to exist somewhere on this line.



Its going to meet your dream prospects [redacted] and move them towards [redacted] towards the big result they want.

The best topic is going to get your dream clients a [redacted] They don't [redacted], they want a small win, they want to accomplish something and really [redacted]

One of these steps is **something that they are actively searching for**, they are actively looking for answers **right now** about one of these things on your solution pathway, one of them likely stands out above the others.

This is your conversion event topic.

# Session 3: Streamline Your Offer Strategy

The final piece of your sidewalk that we need to figure in this session is **how you will generate leads in a very effective and consistent way.**

**Lead generation is the lifeblood of your business, without leads you don't have buyers and without buyers you don't have a business.**

The 3 most important aspects of your lead generation are:

1. Relevancy
2. Consistency
3. Accuracy

**RELEVANCY** = The asset or method you use to generate leads needs to be [redacted] or the way that you are converting leads into buyers.

One of the biggest indicators of your success is **how quickly you can bring people down your pathway.**

**CONSISTENCY** = The method you use to generate leads needs to **be** [redacted].

It really doesn't need to be complicated, in fact **the simpler the better.**

The very best way to turn on an [redacted] that are perfect for your business **in a** [redacted] is by using something called [redacted].

# Session 3: Streamline Your Offer Strategy

**ACCURACY** = A winning lead asset comes down to really accurately understanding just exactly **what your dream clients want the most** and offering it to them in **a very very tangible format**.

Lead magnets that actually pull your dream clients into your world **are truly tangible tools** and lead magnets **that just die in your dream clients inbox are not**.

Notes

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# Session 3: Homework

1. Looking at your transformation pathway, which steps do your clients have the most pressing questions about?
2. Of those steps, which one can you make a really tangible tool or resource?
3. What is the best tool, resource, template, swipe file or planner can you offer that best compliments your workshop topic?



When you share your responses to homework question #3 you'll unlock this bonus of 141 Most Profitable Conversion Event Niches & Topics.

# 141 PROFITABLE CONVERSION EVENT NICHEs & TOPICS

## ARTS & CRAFTS

- Drawing
- Painting
- Calligraphy
- Knitting
- Sewing
- Carpentry
- Silversmithing
- Digital art
- Photography
- Web design
- Graphic design
- User experience
- Game design
- Fashion
- Architecture
- Interior design
- Animation

## PHOTOGRAPHY

- Photo Editing
- Newborn Photography
- Bridal Photography
- Composition

## BUSINESS & MONEY

- Strategy
- Leadership and  
Management for Remote  
Teams
- Crowdfunding for Education
- Entrepreneurs
- Affiliate marketing
- Selling on Etsy
- Amazon FBA
- Dropshipping
- Blogging
- Freelancing
- E-commerce
- Business & Entrepreneurship  
Fundamentals
- Digital marketing
- Search Engine Marketing
- Branding
- Social Media Marketing
- Content Marketing
- Advertising

## CONTENT CREATION

- Video production
- Video editing
- Filmmaking
- Cinematography
- Adobe Premiere
- Color grading
- iPhone photography
- YouTube audience growth
- Live streaming
- Video marketing
- Whiteboard animation
- Facebook marketing
- Instagram marketing
- Personal branding

## COMPUTERS & TECHNOLOGY

- Building a Website
- Repairing Computers and  
Networks
- Machine Learning/AI
- Operating Systems
- Cell Phone Repair
- Cyber Security
- Robotics
- Software Programming

## HISTORY

- Recent Startup History
- Exponential Technology  
History
- Obesity and Diabetes History
- Social Media History



## FITNESS

Home workouts  
Pilates  
Weight loss  
Muscle building  
Self defense  
Swimming  
Running  
Sports  
Yoga  
Martial arts  
Survival skills

## PHOTOGRAPHY

Photo Editing  
Newborn Photography  
Bridal Photography  
Composition

## HEALTH & NUTRITION

Raw Vegan Lifestyle  
Ultra Endurance  
Work from Home Healthy  
Lifestyle  
Diet and nutrition  
Meal planning  
Vegan cooking  
Reflexology  
Acupressure  
Aromatherapy  
Massage  
Herbalism  
Meditation

## LIFESTYLE

Travel Hacking  
Airbnb Hosting  
Journaling  
Becoming a Digital Nomad  
Cosmetics  
Skin Care  
Nail Art  
Makeup  
Hair Styling  
Fashion  
Cooking and Baking  
Gaming  
Music  
Pet Care and Training  
Dance  
Home Improvement  
Gardening  
Decluttering  
Feng Shui

## NATURAL MEDICAL

Ayurveda  
Holistic Healing  
Fasting  
Chiropractic  
Message  
Natural Medicine  
Homeopathy  
Essential Oils  
Herbology  
Fermentation  
Juicing

## PERSONAL DEVELOPMENT

Time Management  
Procrastination  
Organization  
Goal setting  
Life purpose  
Study skills  
Self Esteem  
Emotional Intelligence  
Conflict Management  
Confidence  
Presentation Skills  
Body Language  
Persuasion  
Negotiation

# PROFITABLE CONVERSION EVENT NICHEs & TOPICS

45 Places  
TO PROMOTE YOUR  
LEAD ASSET



## **FACEBOOK**

*If you are actively networking on Facebook (which you should be!) the following are excellent places you can organically promote your Workshop Offer. Depending on the location that might mean describing the transformation your offer provides in a photo description with a link to your sales page or briefly sharing about it in posts or lives.*

### **PERSONAL PROFILE**

- **Profile Cover Photo** (use image of a button and post link to sales page in photo description)
- **Featured Images** (link in photo description)
- **Stories**
- **Lives**
- **Promotional Posts**
- **About you section**
- **Joint Venture Cross Promotion**
  - *If you have people in your network that speak to the same audience you do and you have complimentary products you can promote each other's products.*

### **PERSONAL FACEBOOK GROUP**

- **Use the approval questions feature to describe your Workshop Offer and give them the link**
- **Use the approval questions feature to capture email addresses and then send them a promotional email series**
- **Use a welcome message to welcome new members and softly point them to check out your Workshop Offer as well**
- **Group Cover Photo** (use image of a button and post link to sales page in photo description)
- **Link to your Workshop Offer in your group description**
- **Use the FAQ video content to do a series of Lives with a soft call to action**
- **Promote your Workshop Offer in an announcement post**
- **Facebook Group's stories**
- **Offer to interview a peer/colleague and let them promote one of their offers in exchange for an interview in their group in which you can promote your Workshop Offer**

### **BUSINESS FACEBOOK PAGE**

- **Page Cover Photo**
- **Featured Images**
- **Story Section**
- **Business details**
- **Website Link**
- **Post FAQ videos on business page**

## **INSTAGRAM**

- **Link in bio**
- **Use the highlights feature to show various products in your Workshop Offer**
- **Use the swipe up in stories feature (if you have 10,000+ followers)**
- **Share personal stories about why you created your product in IGTV stories**
- **Promote your IGTV in your stories**
- **Promote your Workshop Offer in your feed**
- **Share about Workshop Offer in the stories feature (tell them link is in bio)**
- **Cross promote your product with relevant colleagues**

## **PINTREST**

- **Promote your Workshop Offer in your bio**
- **Post pins of each product in your offer and link to your sales page**
- **Create pins about your FAQ videos**

## **EMAIL MARKETING**

- **Link to your Workshop Offer in your email signature**
- **Include a hook + link to your Workshop Offer in a PS on relevant emails**
- **Do an email launch sequence about your Workshop Offer to your list**

## **LINKED IN**

- **Promote Workshop Offer in your background photo**
- **Link to Workshop Offer in your bio**
- **Post your FAQ videos in your feed and link to sales page**

## **YOUTUBE**

- **Publish your FAQ videos on your channel and post link to Workshop Offer in Description**
- **Promote Workshop Offer in your channel cover art**

## **PODCAST**

- **Turn FAQ content into podcast episodes with a soft call to action to check out Workshop Offer**
- **Promote Workshop Offer in podcast outro**

## **BLOG**

- **Create blog posts based on your FAQ content and link back to Atomic Offer Sales Page**

32 QUESTIONS FOR  
UNCOVERING YOUR TRUE

# ZONE OF GENIUS



# 32 Questions For Uncovering Your True Zone of Genius

*Bonnie Randle*

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There are moments in all of our lives when we feel as if we are doing exactly what we were born to do. We feel alive and on top of the world and work feels like a privilege and a complete joy.

In these moments we're in what author Gay Hendricks refers to as our personal zone of genius.

Most people will spend at least 90,000 hours working over the course of their career — even more for those who don't retire at age 65. Given that so much of our life is spent working, it only makes sense to take some time to ensure that your work experience is fulfilling and truly enjoyable.

## Your zone of genius is your unique power.

It is a one-of-a-kind quality that you bring to your life and to your work. It's what comes most effortlessly for you. If you are truly able to relax and begin the work, you can create almost instantaneously, and without too much thought.

Often times your zone of genius is the intersection of your natural talents and passions and your life's purpose.

Sometimes it can feel really difficult to see and clarify your zone of genius because it comes so naturally to you and doesn't always feel special. While we might share common skills, interests, or work styles with others — your zone cannot be replicated by anyone else.

Your Zone of Genius is comprised of two essential things: **your natural talents** and **your life's purpose**.

Your genius is the thinking, skills, talents or problem solving that you're best at; it's what allows you to be challenged in the best way possible and to serve people with the greatest results. Your purpose is the impact — on the world or others — that's most meaningful to you.

The following questions and exercises are meant to help you uncover these and clarify what it looks like when they come together.

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## Uncovering Your Unique Superpowers:

*Set aside a quiet time and space where you won't be easily interrupted. Be completely honest in the way you answer these questions and just let your thoughts flow at this point.*

When do you feel most alive or energized?

What things could you spend all day long immersed in with a giant smile on your face?

What do you love learning about?

If you could only do one task today...what would you choose?

Do these choices generate ideas, activities, or challenges that you jump out of bed to solve?

If you experience moments where you can't turn your brain off to sleep because you are too excited thinking about something... what are those things?

What tasks seem to come so easily to you that you can't believe that someone would pay you to do them?

When you join a team of people to accomplish a task, what do you bring to the group that wasn't there before?

What are the topics or questions that friends and family come to you for?

What tasks leave you feeling truly strengthened and with a giant sense of satisfaction or accomplishment?

What do you feel most confident doing?

When was the last time you were "in the zone" and everything just seemed to flow with little frustration? What were you doing? Try to think of 3 times that this happened.

Write down in detail what was going on in your head during these situations?

What were you trying to figure out or what was it that you were putting together in these situations?

Are there patterns that these examples have in common? Were you trying to solve a common problem or challenge? Try to name it if you can.



# Uncovering Your Life's Purpose:

Your genius is the thinking, skills, talents or problem solving that you're best at; it's what allows you to be challenged in the best way possible and to serve people with the greatest results. Your purpose is the impact — on the world or others — that's most meaningful to you.

The following questions and exercises are meant to help you uncover these and clarify what it looks like when they come together.

*Your greatest purpose is linked to a core challenge you have conquered in your life. When you are helping others conquer that same challenge, you experience an unending feeling of joy for what you are doing. For that reason, your purpose is closely related to the impact of your work.*

Think about three major transitions, pivots or struggles that have led you to this point in your life.

What was most difficult about each?

What did you learn from these experiences?

Would you help others overcome these same obstacles even if you weren't paid to do so?

What specifically would you do to help them get where you are?

Our purpose is often the thing that's been calling out to us for some time, even years, but we just ignore it because it seems like a big risk.

What's been calling out to you?

What moves seem like big risks? Maybe even scary?

**If you're struggling to identify it, start observing the moments in which you're completely fulfilled by the impact you're having on another person.**

What is that specific impact?

Are you the go-to person in your circle for a specific problem? What is it?

What do you people ask you for advice about most of the time?

What could you talk about for hours around the dinner table with friends?

We tend to move so quickly through our days that we don't even notice when we're having an impact that's meaningful to us. Put a name to this way of serving others that resonates with you.

What impacts do you have on people that make you feel fulfilled?

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## Putting It All Together:

**Finish this statement.**

When I'm "in the zone" the tasks or skill I'm using are solving this problem:

The way I love serving my people THE MOST, or the work I love doing THE MOST is:

The impact I really desire to have on others is:

And I will make that impact by doing this:

# *Is this really your zone?*

Now imagine waking up every day in this zone.

**Ask yourselves the following self-review questions:**

Who would you be as the highest-performing individual you could be?

In what ways would your clients, community or family benefit if you could be that person most often?

What goals or things would you accomplish in this zone?

Describe how you would feel if you could use these skills more often?

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**My Zone-of Genius is:**