

# Day 6: Crafting Compelling Coaching Offers

## Understanding Your Ideal Confidence Seeker:

- Identifying your target audience's specific confidence challenges, goals, and aspirations.
- Understanding the unique needs and pain points of individuals seeking to boost their confidence.

## Defining Your Coaching Offer:

- Crafting clear and concise coaching packages or programs tailored to address confidence-related issues.
- Highlighting the transformational outcomes clients can expect.

## Pricing Strategies:

- Determining the right pricing structure for your coaching offers.
- Strategies for pricing confidence-focused coaching services competitively while reflecting their value.

## Crafting Persuasive Sales Copy:

- Writing persuasive and empathetic sales copy that resonates with potential clients.
- Addressing objections and showcasing the transformation clients will experience.

## Sales Page Drafting

- Begin drafting the sales page for your confidence coaching offer, highlighting its unique benefits and outcomes.

## The Art of Enrollment Conversations:

- Tips for conducting effective discovery calls and enrollment conversations.
- How to connect with potential clients, understand their needs, and confidently present your coaching offer.

## Examples of Coaching Offers for Confidence Building:

### 1. Confidence Kickstart Program:

- Description: A 6-week intensive coaching program designed to help you break through self-doubt and build unshakable self-confidence.
- Included Features:
  - Weekly one-on-one coaching sessions.
  - Personalized confidence-building exercises and challenges.
  - Access to a private support community.
  - Bonus resources like confidence-boosting affirmations and workbooks.

### 2. Executive Confidence Coaching Package:

- Description: A tailored coaching package for professionals seeking to enhance their confidence and leadership presence in the workplace.
- Included Features:
  - Eight one-hour coaching sessions, including 360-degree feedback analysis.
  - Personalized leadership development plan.
  - On-demand email support between sessions.
  - Post-program follow-up and progress assessment.

### 3. Confidence for Introverts Group Coaching Program:

- Description: A 12-week group coaching program designed exclusively for introverts to help them find their voice and thrive in social and professional settings.
- Included Features:
  - Weekly group coaching sessions with like-minded individuals.
  - Access to a private online community for ongoing support.
  - Customized confidence-building exercises and role-play scenarios.
  - Expert guest speakers on topics related to confidence and introversion.