

2022_06_21 - LYL Offer Creation Retreat - Part 2 - Audio

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offer, people, transformation, diane, karen, laying, ideal client, business, pieces, lying, understand, relationship, couples, deep, certifications, week long retreat, hear, simple, words, writers



00:00

Okay. All right. So part one was when Nick offers Part Two, the building blocks of offers and how they those building blocks work together. As I said before, I wanted to keep this as simple as possible. And can you see the simplicity of where we started? It's just like, oh, right, of course, we're going to do this. Simple, simple, and energetically resonant with who you are not starting from something out there. It's just, you're naturally an uplifter. Let's do that in our businesses. So that's, that is a natural starting place. And I've been teaching in different ways about offers in this community for many, many years. But to have an offer creation, retreat is new. And I wanted, I spent a lot of time in the last few weeks thinking about what's the simplest piece? What are the simplest pieces that I can give you. So that you can just go do this and go make that offer? You could do it later today. Tomorrow is fine. You can wait till tomorrow she was right. But I mean, to go and remembering what Diane said, bless you, Diane, you don't have to have it perfect. You don't have to have all the T's crossed and I's dotted. Because the offer is born in the work that you do with people offers the complete the the offer gets iterated and it happens. We understand it better and better as we're doing the work with people. All right. So the building blocks of offers and how those building blocks works work together. Here are the three pieces that I thought what are the simplest things I can tell you. simplest things you can get going right now. From the high ticket virtual retreat was laying around on your shop room floor, foundational. What is laying around in your shopping for us, number one. Number two, the transformation? What's the transformation you provide? are different ways to say that Diane, I love when we were talking about it's like, what is it? What's your wish for them? What do you want for them? It's another way to say the transformation, right? Because that I know, that broke something open for you is like, Oh, I know the things that I want for them. I don't know what my transformation is. Let me go think about it for a long, long time is hard. Oh, what do I want for them? Oh, and I got lots to say. Sometimes it's just a switch of words about it right for us to get it. But so first was laying around and you're shopping for a second was a transformation. And I'll talk about each of these in a moment. And then three, your ideal client. When we get these three pieces, we've got our offer, the rest is just detail. And we can get so caught up in the details that we don't ever offer it, we just play with the pieces of it until the cows come home for the next year. No, get it done, you'll figure stuff out. And and you'll understand your offer more and more and more as you're working with people. It wasn't until we started working, it's like, alright, we need another channel in Slack. If I had to consider it all figured out all in the abstract. We'd never be doing this work. You just do it, you just do it. Alright, so those three things was laying around your shopping for the transformation

and your ideal client. And I want to do just a little exercise with you. I thought if you're you know, if we make it physical and tactile, tactile, that you will hear what I'm saying in a deeper way. And it's really simple what I want to get across, I want you to actually be doing this so and if you write it on your computer in whatever way you want to taking notes, that's fine. If you got a piece of paper in front of you so much of the better alright, but either way works. All right. So let me see. I'm going to draw this first here. And then I want you to draw the same thing that I just did. Doesn't matter the size doesn't matter that. Can you see I've got three circles. I got two circles here. On my this is my left hand side. And they got one circle over here. Just draw three circles. You guys can do that right? Of course again. Easy, easy peasy. All right, and then



03:58

got your circles



04:02

in the top left one I want you to put these things that I just said what's lying around what's lying around in my shop room floor, one in the top left underneath that



04:22

transformation



04:33

wouldn't have to but I drew a couple of arrows. Can you see those arrows? Here's what's lying around. Here's the transformation and I drew some arrows to this other circle. And this other circle you know what's coming, because we I said there's three things your ideal client you don't know yet. You've just been given the keys to the kingdom. You've just been given the keys to the kingdom And, and so you'll have that written down on your page in front of you now some way some shape. So you've got the same thing that I've got in front of me. Alright, I'm in part two here, I want to talk about how these interact. And then in part three, I'm going to go deeper into each one, and then we're going to do it, then you're going to just do it, we're going to workshop and you're going to do it. Alright. So in that first circle, what's lying around your shop room floor, we've done some of this work. All of you have had some access to the high ticket virtual retreat, if you're listening to my voice, and you haven't yet. Here's the short version of it. You have gifts and talents and resources, and abilities that you are not even aware of. Write it all down, understand what you've got lying around your shop room floor. And so let's hear from one of you. And just list a few of the things. Sometimes it's certifications, sometimes it's things you taught, sometimes it's things in your background, I come from part of what's lying around in my shop and floor. I come on my mom's side from a big French Catholic family. And they're like, what's that have to do with business, but some of you've heard me tell a story about my Uncle Paul, and how business actually works. And my family has taught me about how it works. So yesterday was talking about how I learned from my parents, like, my parents would give the shirt off their backs. In fact, my dad actually literally did right and learned things from the way my family works. You wouldn't think it has to do with business. You

think it has to do with my background in yoga, or my background and my PhD I mean, those are laying around on my shop floor to put my big French Catholic families one of the things is laying around the shop floor. I love yoga. Not only am I a teacher, but I love it. I love to cycle. Right that's, that's laying around my I love hiking. That's and I've done a lot of it. I've hiked from Jasper to Baptist and things laying around on my shopping floor. So let's hear from one of you and just at random



07:04

Karen can get my mute certifications like NBA



07:20

coaching, certification relationships, how did you hear them? Quickly? And I did say to give a list like certifications like MBA? Oh, great. You have an MBA. And I didn't tell you so you're telling me like a list? Just like I tried to? You know, like I like I asked for right now. Right? But who you know knows that? Okay, keep going just give us a few more.



07:42

Um, I included mother, daughter, sister, grandparent, because those are all experiences that are important in relationships. So



07:54

what else you have lying? Or what other certifications you have lying around your shop or employee touched by something yesterday?



07:59

Um, Banco trainer, personality type of trainer, cancer coach,



08:06

is that all? Do you notice? We can pause at any one of these. And you know, as Karen's put her stake in the ground as she's not going to go out there and say that to people, but relationship coach, we talked about the q&a call yesterday is like not not, that's not your first front and facing words. But if we need a quick tag to refer to when we say relationship coach will, if you worked with people in the cancer journey, do you think they maybe have some relationship issues, some communication issues? Can you see how deep than Karen's work is gonna go? And I'm not talking about marketing. I'm not talking about a brand Amazon about any of those things. But



08:38

wow.



08:41

To see how already how uniquely positioned and how much more Karen's going to understand what it is and who she was she brings to the table from I just kind of pulled out one thread of that one piece of what's laying around in our showroom floor. Make sense? So do this, get this be in touch with each other, understand and know what's laying around in your shop room floor. And I still remember years ago when we first did this exercise. She's like, I don't know, there's really nothing on the list that came after that, as we started. Oh, right. There's that and there's that there's that right. So beautiful. Thank you. So there's what's the long run and you're shopping for? And then. So thank you, Karen beautiful, and then the transformation. And I'm Dan, we did some great, great work on this. And Nicole, what was a week ago or whenever that was, and thank you great, great work because the transformation sometimes we get messed up just about the word and and Diane, in our conversation, these words came up. So thank you, as you work with clients, you will understand your own work better. And it's because of that deep dive conversation with Diane, I think what I asked you was well, what do you want? What do you actually want for the people that you're working with? And Diane, will you give us an example like some pieces that we talked about before and it was so beautiful. And you know, so you you know just like Karen is a relationship Coach, but it's so much more than that you're not going to say that in the world. And you're, you know, Reiki practitioner Reiki specialists. But so that's kind of the blocks, we could put it in if we want, like, I'm a story, expert or whatever, right? But what is it that you want for these these kids you work with, and don't think too hard, but just talk about it a little bit. I want to take them from being stressed and anxious, maybe not sleeping well, to becoming relaxed and calm and having better sleep. And on top of that, to increase the amount of peace that's in the home. Yeah. All right. So there's part of what she wants for them. And she could carry on with it. There's more to how she could talk about that if I pulled if I asked her for more and more and more, but something about what you want for people remember Science of Getting Rich like an uplifter. Here's how I want to uplift people, some idea about what the transformation is, I got stuff lying around, I've got the transformation. And then I added stars and stuff on mine. But then remember this part about the ideal client. We have that in our court, there's things lying around, here's what we want for people, and some of the things that were lying around, they're all gonna help, but we're gonna pull out some of them at a given time to go like, this is what really helps, and there's gonna, there's going to be more there that serves and supports than we think like what I mentioned about Karen and working with people on the cancer journey. Like that's, that can be instant credibility that can be instant, being able to help people at a deeper level, if you can help somebody, for instance, because I'm sure you probably did that summer in there. Somebody's just been diagnosed, I've worked with people on the cancer journey as well, right. And so, you know, maybe somebody's just been diagnosed, and they've got to tell their partner about that, for example, man, if you can help them negotiate that conversation? Do you think that you'd be able to help somebody inspire their team member to do a thing?



11:52

Wow. Right. So



11:52

there's what's laying around, and there's a transformation. And then there's our ideal client? What's their hopes, dreams, desires? How are they hurting? What's their top of mind problem? Who is it that I want to work with? And that transformation? It could, I could work with different people, Karen could choose to work with couples who are arguing, not who she wants to work with. So this, you know, who she's going to work with, she gets to decide like this, she's got more lying around than she knows that transformation is what she wants to offer the world. And then she gets to pick with his ideal client is she could have chosen. Yeah, couples who've been arguing and are trying to decide if they're gonna get a divorce or not, she's not her thing could be couples who want to, you know, relate sexually better, and that's in a relationship is fear. That's not her job, either. Oh, it's entrepreneurs, women entrepreneurs, it's a different thing. Who are they interacting with? And why? And I said to you, Karen, for instance, I think it's probably about it might intersect with your leadership, and your leadership training your your, that you've done something about being a leader, something about taking their business electronics, oh, maybe. But who is a person? What are they desiring, and you can choose who you want, you get to build it. There's umpteen different people, for Karen, for everybody else in this room that you can choose. Now, here's the thing, these interact. So these things we're going to offer to these people, this person, a real person in front of us. But as we offer to this person, the arrows go the other way, as well. We start to understand our own transformation and what's laying around on our sharper floor even better. If Kieran were to offer it to somebody a relationship about, you know, what says you want to stay within the cancer journey she doesn't. But you know, how to she could build a whole business around how to tell your loved ones that you've just got cancer, the whole business could be around that if she want to do so what her business. And then she would pick up different pieces from her shop room floor. And she would express that transformation differently in interaction with this real live person. It's why so many people get stuck for years on creating their offer, because they forget to go out and talk to NSI Murugesan. Just give me one second. We forget to go and talk to real life people. And then sometimes we do Heidi, I'm thinking about you, right? And we got well, let me go sell widgets instead because I picked the wrong person. And then I'm starting to not believe in this piece over here. And so I'm gonna go sell a \$5 widget instead and keep hands off. Like that's the hard way. Instead, I'm just going to work with this piece. I'm going to, I'm going to shift to I'm going to work with so casually I'm like no, I don't want to work with couples. It's not my area. Who is this person? When I know who this person is the errors are going to go back because I'm like, What's the transformation I provide? They're going to help me understand it and deeper and deeper levels and until unless and until I'm on the court doing it. I will not understand these pieces very well. I got to be on the court doing it. As I'm doing it. I get the best like like Diane yesterday. It's like I don't have to get it All yet, but I get the best shot of that I understand these pieces as best I can I go out and talk to real people. And they're gonna tell me things like, one of our alumni years ago, she said, at the end of a week long retreat, I used to deliver in different ways, right? At the end of the week long retreat, she said, Michelle, you have just, and she was blown away. She's like, My Words matter.



15:26

I'm like, right,





15:27

that's part of what I'm teaching. Oh, my goodness, that's part of the transformation. I heard it because she said it. Interaction with real live people. She came back the next year. This was astonishing for me and, and it appears now some places in my marketing some because, like, I learned that from this real person telling me about what I've got lying around on the showroom floor. And what the transformation is. The next year, she came back, same retreat came twice came more than twice came three, which is four times worked in this community for many years. And the next year, she came back she first year, she said, My words matter what you know, this community used to be called Love your words,



16:05

love your life.



16:08

We have graded Oh, love your life. Love your business, right? That was beautiful, too. But I love my words, like my words matter. The next year she came back she said, Oh, Michelle,



16:20

I get it. Now. I matter. I matter.



16:24

Marie you probably in the room when she said it. Right? You remember, it was a profound moment. And then I'm like, oh, that's the transformation. And her words from many years ago, are right in step two, that's big self access that and I understand that better, because I'm on the court doing it. You are all teaching me what that is. Without the real people. We are never going to understand what our offer is. We take a shot of this. We talk to real people, we have the courage to offer because we come from big self. They say yes, they say no, we get along with them. Well, we don't get along with them. Well, it works. Well. It doesn't we learn and then we understand better and better who this ideal client is. For me. I thought this ideal client when I first left university was writers I haven't heard Marie will get there. And I thought it was writers because that's that was the closest I could come. Reach comes from that era in 2010. I was working with writers. I love working with writers, but a particular kind of writer like Marie. And it wasn't her writer leanness, I had to learn that that's what I was in love with. It's her to desire to uplift itself. She's got a message to share. She's helping and serving people like all those things, I have to learn as I worked with people. Oh, that's it, that led me to entrepreneurs in fine waited to understand exactly all of this, I could have waited till the cows come home. And they still we would not be doing this right now. We work with those in front of us. We learn and we grow from that we take our best shot and we start offering tomorrow



17:57

consents



18:01

and then we bumped into ourselves, right? But I can't for all these reasons. Yes, you can. Whatever it is that says that. But I can't, then that's the inner story, and then come to me with those questions. So we clear that out. And you just do it, you can all be making an offer. I really mean it \$5,000 And up tomorrow, tomorrow. I mean, give yourself a break today, because you're gonna have a lot to, you know, assimilate from today. Tomorrow, you can make this offer, you don't have to have it all perfectly worked out. These are the building blocks, everything else is detail. Free.



18:35


Well, I've been really learning a lot about the shift that happens as I'm offering more high ticket offers that I'm also I want to call in higher ticket clients, so to speak. And so I've realized, like when I first started my business, I was looking for writers at the very beginning of their journeys, the ones who are saying, I have a story to tell, but I can't write. And it's like, no, now I want people that are ready to make a big commitment to the writing. And they're gonna write with me for a year. And in order to do that, they also need to be resource like I've started to identify, these are all the qualities that I want and the people that are saying they're ready to work with me. And then because of that, I'm also like, it's such a beautiful, eternal, iterative process. And I'm really feeling into that right now. Because I just offered a five day writing retreat that finished a couple days ago. And I was just struck by this is an incredible group of people that have come together. And they're so resource they can hold each other in the telling of difficult stories, which comes up when you let yourself right into the unknown. And it's just an incredible thing. And then I got to share more of myself in a way that I've never shared before. And it's like Oh, that has value. And it was like so another thing showed up on the shop room floor. And it's just, it's just an incredible thing. I'm having so much fun.





20:10


Thank you. Thank you, Marie. Exactly. When we're doing this, it's fun for not having fun. We're not doing it right. There may be moments when you don't have fun. It's okay. It's good. That can be part of the journey to you. But underlying, you've been here, where you might have had a moment when you know, lunch didn't appear, or somebody was having a difficult day or whatever, you know, like stuff you bump into stuff. But you can hear that underlying it, the deep joy in it, the expansiveness of it, and you can hear stage one and stage two, right? Stage one, what's your vision, stage two, be your big self, go and do it and make these offers and then we discover exam reset is so beautifully. And it's right here, just as I was saying, like, who her ideal client is, she she learned more and more about who that person was on the court. She didn't know that until she was doing it. We gotta get out there and like, ready fire aim, like you go out and just just do it, you'll figure it out. And figure it out by the work on the court. All right, really beautiful. Let me see any. So that's a that is part two, the building blocks of offers and how they work together. I only want to take questions right now of the burning kind because I want to get you doing this. And then your questions will change. It's like theoretical questions about strategy sessions are very different than even doing one strategy session. You have


different questions, right? So I only want to take questions like I really don't get this Michelle or I've got a giant editor I have to save here. Just I'm only calling for questions in case there's a deep lack of clarity or something that is really bubbling up inside you that will prevent you from going to the next level.


 21:50
Good.

 21:52
Is this making sense? Yeah, does this feel simpler than what you've seen before about offers? I hope is this is all this is it the rest is just details is just details. And when we under really dive into these things, we got it right. How should we price it? How should we package it all that kind of stuff? These are we end up fixated over there. But those are details when we've got this those just easily fall under and figured we figure it out or we talk to somebody and details details. All right. Really good. Let's do another brief consolidation. And really like I'd love you know, 10 seconds per person don't think about it. We'll start with you again. Diane, one or two or three words encapsulating some some aha could be a buffo blinding flash of the obvious something that you've gained from this segment about what really is an offer Diane?

 22:47
It can be very simple.

 22:49
Thank you. Yes. Anna Maria.

 22:55
I'm talking to real people we can learn more but we were concerned information is

 23:03
yeah, yes.

 23:04
Karen





23:10

you're muted Karen I was just gonna say get on the court which is basically what Annamaria said. Just get out there and do it.



23:19

I can't hear that and say that enough. Like so important. So important. So important. I've watched businesses in masterminds that I was in he will be stuck a year two years three years four years it broke my heart like yours do it John's doing



23:34

papers just dropped give me a second



23:36

was y'all have divided attention



23:44

please go here. Here



23:53

Okay, Marie.



23:57

Focus on the transformation.



24:00

Yes. it with the right ideal client, I get as much from the opera as they do. Yes. Thank you. Yes, you do. Yes, you do. Mary Kay.



24:18

Another something for my ideal client is they? They all want to really matter to their horse.



24:26

Whoa,

24:28

so great. So great. And Mary Kay, would you say like, is that something that you always already knew, like years ago or you learned that the more you worked with them? I'm just curious

24:41

Well, I'm I knew it for myself. But then yeah, working with them. Yeah. Ah, yeah, yeah. Because just this morning, even Yeah, it's night. Yay.

24:54

Yay. On the court on the court, who is that person as we're working with them? We did discover who they are and then who we are and what fun is that all right fantastic so that is what was that part I call that one that's part two all right let me pause here for a second