



Create Your Signature Offer

STUDENT WORKBOOK



Certified Group Coaching Program

How to Use This Workbook

Introduction

This workbook will step you through the process of building your Signature Offer. It will help you tap into the things that really matter to you, work out the clients that will enable you to do your best work, and then create a unique offer just for them.

No two Group Coaching Programs are the same since all coaching is contextual. It happens in a specific location, with specific clients who have unique issues and challenges. Using a range of research and development questions you will identify the scope and parameters of your signature offer.

It's Not a Linear Process

Most successful group coaching programs or workshops have a powerful, yet simple offer. They are crystal clear about who they target, what problem they solve and how they solve it. On the surface it can look very simple. But there is an art to making something complex look simple. When creating your Signature Offer it is often more about what you leave out than what you put in.

Much of your time will be spent researching and refining your offer through a series of interconnected “cogs” all leading to the final product

5 Step Process

Your Passion

Tapping into your passion is a critical first step. The more you love what you do the more successful you will be.

Your Clients

In this step we identify the perfect client for you and your signature offer.

Their Problem

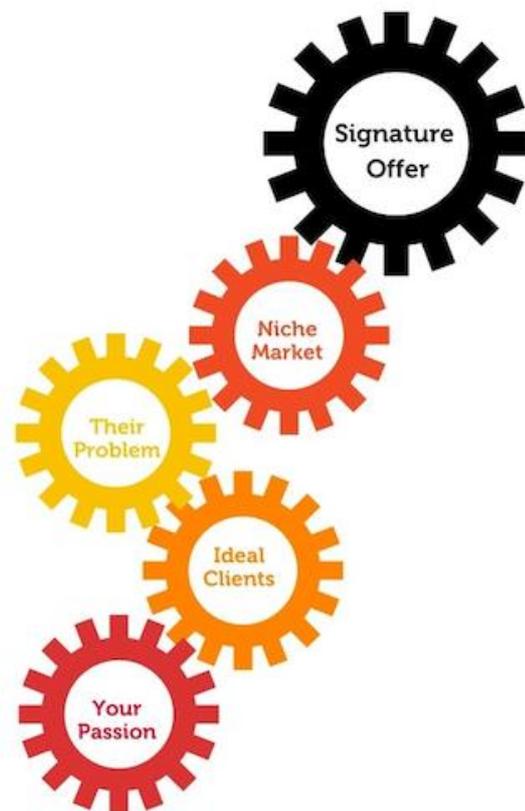
People buy solutions to their problems, not products created by coaches.

Niche Market

A niche is not a client type, or an industry or a market segment. It is a highly targeted combination of all those things.

Your Signature Offer

Positioning your coaching as a solution is the key to creating a signature offer.



Research & Resources

Given that your offer is going to be niche specific – there are a range of things about your client, your market and your industry that you will need to know. Fortunately, the internet has made starting a business or creating a new product much easier than it ever has been before.

Market research is a very broad term, but in essence it refers to a process of understanding who your clients are, what they want and how you can get a competitive advantage over other coaches in your chosen industry.

Key Word Research

A keyword is a term or phrase used to search on Google (or other search engines) Most people use keyword research AFTER they launch their business. They “bid” on specific words or terms to make sure their ad is shown. However, keyword research can also be used to determine if your product or business idea is viable. You can discover what people are looking for, what language they use and what’s missing in the space

You can also use what is known as “long tail” keyword research to narrow down your market and tighten your niche.

[Read More on Keywords](#)

Competitor Research

The aim with your signature offer is to make it as unique as possible. So, it’s important to have a good understanding of your competitors, where they are located, what they are offering and how successful they are. You can then identify what your unique position in the market will be.

Client Avatar

In order to ensure your signature offer is in demand, you need to know as much as possible about your ideal client. A client or customer avatar is just that. It is a detailed description of

one individual sample client, that is representative of all clients.

It can be very difficult to pin down a single client, but the more criteria you identify the easier it will be to niche your offer. A Client Avatar will look at things like

- Demographics (age, gender etc.)
- Psychographics (hobbies, values, attitudes)
- Goals, challenges and pain points
- Media use (Favorite websites, books, news outlets)

Where to Look

There are lots of tools and resources, but a free account at [SEMRush](#) is all you need for detailed reports on search terms and potential competitors.



Step 1: Your Passion

How Do You Want To Change the World?

Most coaches come in to coaching with a desire to make a change of some kind. This ranges from changes in your own life to big social impact changes. One thing we know for sure, coaches work in the realm of possibility and potential. They look for ways their clients, and the world, can be better, brighter and more empowered.

What is the change you want to make?

What is it that Lights Your Fire?

Some people get really stuck on trying to figure out what they are passionate about. In fact, if you google 'life + passion' you will be met with lots of verbs like 'discover', 'find', 'identify' etc. However, it doesn't have to be that hard, most often your passion is right in front of you.

We all know what it feels like when we are in the "zone". When we are doing work that we truly love and that gives us meaning and purpose. Or when the afternoon seems to slip away because we are so engrossed in what we are doing/reading/playing that we don't even notice the time.



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Q. What is it that you would do all day every day, even if it wasn't paid?

Q. What can you spend hours reading about?

Q. What are your top 3 favourite podcasts?

Q. What skills come naturally to you?

“If you have to look for what you're passionate about, then you're probably not passionate about it at all.

[Mark Manson](#)

Q. What do friends and family seek you out for?

Q. What is your favourite holiday or weekend past time?

My Passion Is:

Step 2: Ideal Client

How Do You Want To Change the World?

It is sometimes said that you don't choose your clients, they choose you. And there is certainly something to be said for natural attraction. But it isn't always the case that the clients you attract are the ones you want. If the clients who choose you can't afford your services, or are not ready to make a change then they are not your ideal clients.

It is actually possible to choose who is attracted to you, and the first step in this process is to know as much about your idea client as possible. This often done via a Client Avatar Profile.

“ A customer avatar, or persona, is a snapshot of the person you want to sell to.

Who do you like to work with?

This may seem obvious, but if you don't enjoy working with your clients it's going to be hard to find motivation for your Coaching Group or Workshop. Have you worked with clients that were so great it didn't feel like work at all? A good place to start when creating a client avatar is to think about one of your actual clients.

Someone who was an absolute joy to work with. Someone who experienced success as a result of your work together.

Your Client Avatar

The concept of an “avatar” came from video games and internet forums. It describes the little icon users can choose to represent them virtually.



A client avatar is similar, it is a fictional “person”, someone who is representative of a group of people you are trying to market and sell to.

When developing your Client Avatar, it is important to be as specific as possible. You really want to create a full picture, so you will look at things like:

- Age & Gender
- Profession & Title
- Issue or Problem
- Hobbies
- Favorite books & movies
- Dream for the future

[Use the Client Avatar Worksheet to identify your ideal client.](#)



Step 3: Their Problem

Don't sell your product, sell a solution.

It's a common mistake in coaching to start with your "niche" or the type of coach you want to be and start selling that. The thing is, people don't really care about you or your niche, they care about their problems and challenges. They care about the reason they want a coach, the motivation that drove them to Google to search for answers. They care about their problem. The goal for you as a coach is to appear in front of them with your coaching wrapped up as a solution.

How to Find the Problem

This is where your customer avatar comes in. The more detail you have on your target market the better. Look at this and see if you can identify pain points. Here are some additional ways you can identify the problem your clients have:

Ask Your Clients

Seems obvious I know, but asking a direct question to an individual client can be really helpful.

Send a Survey

Create a survey in Google or SurveyMonkey and ask 3 or 4 key questions to identify the biggest challenges and stressors your clients face.

Social Listening

Go hang out where they hang out and watch the conversations. Join Facebook groups they are in, follow them in linked in and observe their conversations.

Use "No one But"

When thinking about the problem or challenge you are solving, try and tie it to your ideal client using "no one but" It is the opposite of "everyone knows", like "everyone knows what it's like to have a teething baby" but everyone is not your ideal client. So narrow it down - "no one but Executives who are single mothers with young children would struggle with xxx or understand the problem of xxx"

“*As an entrepreneur, you're excited about the product you're building. That's good — but your customer doesn't care. They just want their itch scratched, their pain relieved, and their problems solved.*”

[Haje Jan Kamps](#)



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Step 4

Your Niche

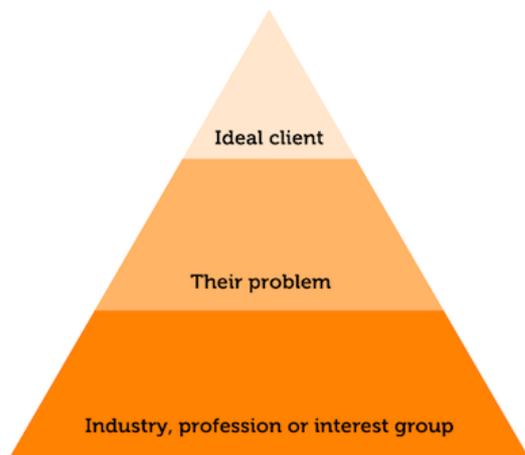
It's all about the process

You will often hear or read the phrases “identify your niche”, “choose your niche”, “discover your niche” or even “nail your niche” It’s almost like your niche is just sitting there waiting for you to come along and pick it out of a line up of niches! In fact the opposite is true, your niche is something that develops with you, as you develop as a coach. It is not uncommon to start coaching with one niche and then transition to another as you learn more about your clients, your business and your style of coaching.

Research & refine

Your niche is a combination of the following

- Your ideal client
- The problem they have
- The market or industry they are in



You have already defined your ideal client and identified the problem they have. Now look at what context they are in. This could be geographical; it could be industry related or it could be an interest group. Some examples are:

Ideal Client – Retired teachers

Problem – Bored, need income

Market – Secondary school science teachers

Ideal Client – Early career women with children

Problem – Stressed, work/life balance

Market – Real estate and property

“ You don't identify your niche, you develop it. With research, practice, reflection & refinement.

Robyn Logan, CEO, ICA

Your niche is a very succinct way of describing who you work with and why you do it. And like most simple or succinct things, it takes time and to refine and develop. Once you have though, building your signature offer will be so much easier, and clients will know exactly what they can expect from you.



Step 6: Your Signature Offer

Provide a Solution

The first thing to think about when designing your signature offer is how you can provide a solution to the problem or challenge your market is experiencing.

For example, if your market is Athletes who are struggling with socialising and maintaining their training regimes you might design something like “Sober Socialising for Athletes”

Whatever your niche, now is the time to work out how what you offer can be a solution to their problems and challenges.

What can you offer to provide a solution to your ideal client?

Choose your Delivery

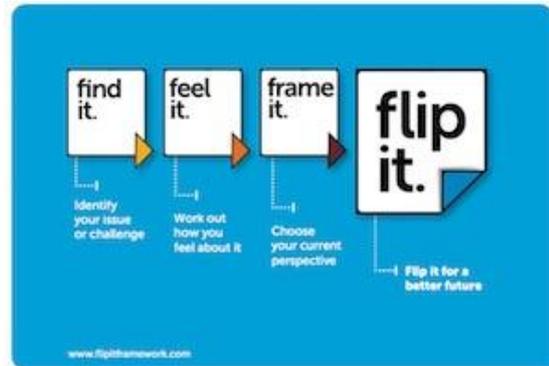
There are many different ways to deliver your solution, which one will you use? Your choice will depend on who your ideal client is, the nature of their challenges and your personal preference.

Some options are:

- Group Coaching
- Workshop or Seminar
- Retreat
- Support Group

For each of these you need to consider how will you deliver it, for example

- Face to face or online
- Intensive or ongoing
- Flexible or structured



Using FlipIt

There are many different ways you can integrate FlipIt into your group coaching program or workshop. But broadly speaking you can:

1. Run a stand alone FlipIt group coaching session or workshop

If you choose this option, your goal will be to design a FlipIt workshop using the [Sample FlipIt Process](#). You can still target your ideal client and develop the workshop or session around your niche, but your primary aim will be to help your clients shift or reframe a perspective

2. You can integrate FlipIt as part of a broader group coaching program or workshop. For example you might be running an 8 week Group Coaching Program for Parents. In one of the sessions you can collectively or individually identify a common blockage or challenge parents experience and then facilitate the 4 step FlipIt Process to shift their perspectives.

