



HEALTH BUSINESS MASTERY

YOUR 4 CORE OFFERS

**MAXIMIZING CONVERSION BY
UNDERSTANDING HOW TO BUILD
AND PRESENT YOUR OFFERS TO THE
WORLD!**



HEALTH BUSINESS MASTERY

PRESENTATION OFFER

**POSITION YOUR PRESENTATION
AS THE ONLY LOGICAL PLACE FOR
THEM TO GO FOR ANSWERS**

1. Core Presentation Theme:

Define the primary focus of your presentation concisely.

Example: 'Empowering women to enhance their energy levels for optimal daily functioning and more importantly for healing.'



2. Central Message Delivery:

Communicate a compelling key message that resonates deeply with your audience.

Framework: Your health/problems are traceable back to X (Sub-Niche). Therefore, if we fix X, we fix your health/problems. We are the best in the world at that.

Example: Your health is intrinsically linked to your cellular health. By repairing the cellular damage, we address the root cause of your health issues. Our expertise in this transformation is unparalleled.



3. Key Benefits for Attendees:

Outline the significant advantages participants will receive by attending your presentation.

Prompt Example: The theme of my webinar is 'Empowering women to enhance their energy levels for optimal daily functioning and more importantly for healing.' Please give me the top 5 benefits my avatar wants to receive from my webinar/masterclass so that they can't resist watching.

Examples:

Uncovering insights your healthcare provider may not disclose about your health concerns.

Equipping you with the skills to take control and implement effective solutions for sustained health improvements.

Delivering quick and lasting health transformations, enabling you to see positive life changes through actionable steps."

Finally understand what's really causing your problems so you can start dealing with them,

Gain new skills and feel in complete control when it comes to solving your problems,

Start seeing real-positive changes in your life by taking action and implementing effective solutions to your problems!

Your Answer:



Your Answer:



Your Answer:



Your Answer:



Your Answer:



4. Addressing and Shifting Limiting Beliefs:

Identify potential skepticism your audience might hold about what you just told them.

Prompt Example: Identify the top 3-5 limiting beliefs/apprehensions they'll have when they hear about my webinar and the benefits.

Examples: This is just a sales pitch, I've watched things like this before, It's probably super long and you have to buy something at the end,

Your Answer:



5. Replace them with better beliefs:

Examples: This is different and I must watch, I've tried a lot but never even heard of Cellular Healing, This is so important I can't miss this,

Prompt Example: What are the top 3-5 beliefs I need them to have in order to watch?

Your Answer:



6. Challenging Outdated Health Paradigms:

Identify the conventional methods your audience may be accustomed to and prepare to challenge these with your webinar content.

Prompt Example: What treatment methods have they tried/are they trying that I need to create separation from/throw stones at.

Examples: Medicine/dose, different medicine/different dose, different doctor, different specialist, Mainstream med,

Examples: This is the only way, if there was something else my doctor would tell me, one day this will work, I need to find a new doctor, etc.

Your Answer:



7. Introducing the Innovative Approach:

What's the new vehicle? What limiting beliefs will pop up in your dream clients head when they hear about this new approach (New Opportunity/Niche + Sub-Niche)

Prompt Example For Limiting Beliefs About New Vehicle: When I tell them that [Enter Your Sub-Niche] what doubts/limiting beliefs will they have that would stop them from listening/buying into my message

Examples: Thyroid Disease + Cellular Healing, IBS + Microbiome Reset, Weight Loss Resistance + Hormone Reset, etc.

Examples: It probably won't work for me, sounds hard, too much money, complicated, no time, too busy, too good to be true, why isn't everyone doing this, why didn't my Dr. tell me this, etc

Your Answer:



Your Answer:



8. Providing Assurance:

What guarantees can you give them? Offer guarantees that solidify the credibility of your presentation. Assure them of gaining valuable insights, and propose personal support if their expectations are not met.

Prompt Example: What guarantees can I give them to push them over the edge if they're considering watching or not?

Examples: You will have answers, If you don't believe this information has the power to change everything for you message me and I'll X, This will give you the exact starting point, etc

Your Answer:



9. Creating Scarcity and Urgency:

How can you add scarcity and urgency? Implement elements of scarcity, such as limited seats or exclusive access, to incentivize prompt action. Foster urgency by emphasizing the fleeting availability of this transformative information and the immediate need to seize the opportunity for change.

Prompt Example: What scarcity can I add around my webinar that will make them not want to miss out?

Examples: You never know when you get past the point of no return, only X spots on the training, almost full,

Examples: Don't wait until this gets taken down, Don't wait until this goes away, The time is now..., you've been praying/asking for help - don't miss your answers/opportunity for change,

Your Answer:



10. Ongoing Offer Evaluation

Regularly assess your offer, ensuring it remains the premier solution for your ideal clients. Dedicate time each week to refine your understanding and augment your presentation with fresh, impactful information."

*** Commit to regular study of your offers to enhance your expertise:**

***This Is A Living Document:** *Note any additional information and updates about your offer.* This document will evolve as new insights and client feedback are integrated into the consultation process."



CONSULTATION OFFER

**CRAFTING YOUR CUSTOM HEALTH
CONSULTATION OFFER THAT
PEOPLE WILL WANT TO PAY FOR**



Consultation Objective

DESCRIBE THE PRIMARY GOAL OF YOUR CONSULTATION:

Framework: Evaluate clients [sub-niche] health status. Show them that [sub-niche] is surely the cause of their biggest problems. Show that we're the best at fixing [sub-niche].

Example: Evaluate the client's health status, emphasize the cellular basis of their issues, and endorse the value of our cellular healing approach

Your Answer:





Components of Your Offer

LIST WHAT'S INCLUDED IN YOUR CONSULTATION:

Prompt Example: What resources could I add to my consultation offer that they would find extremely valuable and make them take action?

Example: One-on-one Zoom call, In-Depth Cell Health Assessment, Action Plan, Access to Exclusive Resources (Example: Approved food list, Safe kitchen guide, Recipe book).

Your Answer:





Communicating Benefits

EXPLAIN WHAT'S IN IT FOR THE CLIENT:

Prompt Example: What are the top 3-5 benefits my avatar wants to receive from the consultation?

Example: Tailored health solutions, personal attention, renewed hope, actionable insights, and a transformative health experience.

Your Answer:





Addressing Limiting Beliefs

IDENTIFY COMMON DOUBTS AND HOW TO COUNTER THEM:

Prompt Example: What are the top 3 doubts they'll have when they hear when I pitch my consultation and the benefits?

Example: This is just a sales pitch. I've tried something like this with another expert.

Your Answer:





Proposing Better Beliefs

SUGGEST POSITIVE BELIEFS FOR CLIENTS TO ADOPT:

Prompt Example: What beliefs do they need to have?

Example: This consultation provides expert insights that could redefine my approach to health, and it's a crucial step I owe to myself.

Your Answer:





Installing Better Beliefs

GIVE THEM EPIPHANIES TO INSTALL BETTER BELIEFS:

Prompt Example: What story or analogy can i tell them to install those new positive beliefs?

Example: If you try to climb mount everest on your own you end up dead. With a guide you reach your goals.

Your Answer:





Guarantee for Assurance

DETAIL THE GUARANTEES YOU OFFER:

Prompt Example: What guarantees can I offer them around my consultation offer that will make it a no brainer for them and address any concerns about buying?

Example:"Receive a full refund if the consultation doesn't meet your expectations or apply the fee towards future services if you proceed."

Your Answer:





Creating Scarcity

DEFINE HOW YOU WILL LIMIT THE OFFER:

Prompt Example: What scarcity can I include in my offer to push them towards buying?

Example: "This offer is exclusive to the first ten clients who are committed to a transformative health journey."

Your Answer:





Instilling Urgency

EXPLAIN WHY IMMEDIATE ACTION IS NECESSARY:

Prompt Example: Give me the top 3 reasons they should act with urgency/take action now?

Example: "Act now before reaching a critical point in your health where recovery becomes significantly more challenging."

Your Answer:





Knowing and Believing in Your Offer

REFLECT ON HOW WELL YOU UNDERSTAND AND BELIEVE IN THE VALUE OF YOUR OFFER:

Example: "I have witnessed the impact of cellular healing firsthand and am confident in its life-changing benefits for my clients. There is ZERO doubt in my mind that this is the best next step anyone could take towards reclaiming their health. Anything else would be a disservice to them and their loved ones."

Your Answer:



REFLECT ON HOW WELL YOU UNDERSTAND AND BELIEVE IN THE VALUE OF YOUR OFFER:

***This Is A Living Document:** Note any additional information and updates about your offer. This document will evolve as new insights and client feedback are integrated into the consultation process."



Irresistible Offer Worksheet for Your **PREMIUM HEALTH PROGRAM**

This worksheet is designed to help you structure and enrich the offer for your premium health program. For each category of deliverable, consider what you can include to **enhance the value** of your program.

Use the examples provided as inspiration and fill in your own deliverables that you feel will **create an irresistible offer**.



Food Deliverables:

What to Include:

- Food Lists: Tailored to dietary restrictions and preferences.
- Meal Plans: Detailed daily eating plans with recipes.
- Shopping Guides: Easy-to-follow guides for grocery shopping.
- Eating Out Navigator: Tips for making healthy choices at restaurants.
- Snack Options: Healthy snack ideas that are satisfying and nutritious.

Your Deliverables:

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Supplement Deliverables:

What to Include:

- Supplement Guide: A breakdown of recommended supplements.
- Cheat Sheets: Quick reference for supplement dosages and timing.
- Quality Sources: A list of trusted brands and vendors.
- Custom Supplement Plans: Personalized based on individual health assessments.

Your Deliverables:

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Coaching Deliverables:

What to Include:

- One-on-One Coaching Calls: Personalized sessions focusing on individual progress.
- Group Coaching Calls: Sessions where clients can learn from each other's experiences.
- Support Tickets: A system to submit questions or concerns and receive expert advice.
- Accountability Check-ins: Regularly scheduled calls or messages to keep clients on track.

Your Deliverables:

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Education Deliverables:

What to Include:

- Weekly Curriculum: Structured learning materials released each week.
- Video Course: Recorded content covering various health topics.
- Live Workshops: Interactive sessions on nutrition, exercise, and wellness.
- Educational Newsletters: Regular emails with the latest health tips and research.

Your Deliverables:

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Support Deliverables:

What to Include:

- 24/7 Helpline: AI powered chat service for urgent questions.
- Email Support: A dedicated email address for less urgent inquiries.
- Q&A Sessions: Regularly scheduled times to ask questions and get answers in real time.
- Crisis Management Plan: Protocols for handling health setbacks or emergencies.

Your Deliverables:

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Community Deliverables:

What to Include:

- Online Forum: A private community for clients to share experiences and support.
- Peer Accountability Groups: Small groups that provide mutual support and motivation.
- Community Challenges: Activities and challenges to foster engagement and friendly competition.
- Success Story Spotlights: Features on clients who have achieved significant milestones.

Your Deliverables:

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Additional Resources:

Guarantee Enhancements:

- Recipe Books: Collections of healthy recipes that are client-approved.
- Monthly Masterclasses: Deep dives into specific health topics each month.
- How-to Guides: Step-by-step instructions on health-related activities.
- Resource Library: Access to a digital repository of health and wellness materials.

Your Deliverables:

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Guarantee Enhancements

What to Include:

- Satisfaction Guarantee: A promise of contentment with the program or the offer of a refund.
- Results Guarantee: Specific results guaranteed within a certain timeframe.
- Service-Level Guarantee: Commitment to the quality and availability of support services.
- Risk Reversal: Offering to take on more of the risk (e.g., a longer refund period).
- Performance Guarantee: Promises related to the effectiveness of supplements or routines.

Your Deliverables:

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Scarcity Enhancements:

What to Include:

- Limited Spots: Only a certain number of program intakes to ensure personalized attention.
- Time-Limited Bonuses: Special additional offers available for a short period.
- Edition-Specific Resources: Unique materials that are only available for this cohort.
- Exclusive Partnerships: Access to products or services that are not widely available.

Your Deliverables:

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Urgency Enhancement

What to Include:

- Early Bird Pricing: Special pricing for those who sign up before a certain date.
- Countdown Timers: Visual countdowns that signal the end of a registration period.
- Launch Date: A specific start date that creates a sense of immediacy.
- Deadline for Bonuses: A clear deadline after which certain bonuses will no longer be available.
- Flash Sales: Short, unexpected opportunities to join the program at a discount.

Your Urgency Elements:

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Reflect on each of these elements and how they might best serve the unique aspects of your health program. Remember that the use of guarantees, scarcity, and urgency should always be ethical and truthful, enhancing the offer without misleading clients. These strategies are about highlighting the value and timeliness of your program, encouraging a decision without pressuring or deceiving potential clients.

Take your time to think creatively about what you can offer in each category and how it ties into the transformation your clients seek. Remember, the goal is to make your program so packed with value that it feels like an obvious choice for your prospective clients.

**** Commit to regular study/optimization of your offers to enhance your expertise and value in the marketplace:***

****This Is A Living Document:*** *Note any additional information and updates about your offer. This document will evolve as new insights and client feedback are integrated into the consultation process."*



Downsell Offer Worksheet for CONTINUITY STYLE HEALTH PROGRAM

This worksheet is designed to help you construct a **downsell offer**—a less intensive and more **affordable version** of your premium value offer.

It should still hold value and appeal for those who may not be ready for the full program.

Consider how you can scale down your premium offer effectively while integrating guarantees, scarcity, and urgency to encourage quick decision-making with a commitment to ongoing service.



Program Components:

Food Deliverables:

- Simplified food lists
- Basic meal plans

Your Deliverables

Supplements:

- Basic supplement guide
- Essential supplements list

Your Deliverables

Coaching:

- Group only coaching
- Weekly check-ins + group calls:

Your Deliverables

Education:

- Mini-courses
- Email series with tips and strategies

Your Deliverables

Additional Resources:

- Starter guides
- Basic recipe collections

Your Deliverables

Support:

- Email support
- FAQ resources

Your Deliverables

Community:

- Access to a basic online group
- Monthly community calls

Your Deliverables



Offer Enhancement for Downsell:

Guarantee Enhancements:

- Money-back guarantee within a set period
- Access to certain number of Q&A sessions guaranteed
- Your Guarantees:

Scarcity Enhancements:

- Limited-time offer on this downscaled version
- Special pricing for the first few sign-ups
- Your Scarcity Elements:

Urgency Enhancements:

- Special offer ends after a certain date or number of sign-ups
- Limited access to downsell offer after the launch of the full program
- Your Urgency Elements:



CREATING AN EASY ENTRY POINT

This downsell offer should provide an easier entry point for clients who aren't yet ready to commit to the full program.

Each component should be crafted to give a taste of what the premium offer includes but at a level that matches the reduced price point.

The guarantees, scarcity, and urgency built into this offer should motivate clients to take action, while still offering significant value and a clear pathway to upgrade to the full program in the future.