

DRIVE

BE YOU NOW



DRIVE

THRIVE

URSULA KELLY

PERSONAL BRAND COACH + CONTENT CREATOR

THRIVE

LET'S
GO!

6

"How"

Your Signature Offer

BE YOU NOW



@URSULAKPHOTO

“When you start to do the things that you truly love, it wouldn't matter whether it's Monday or Friday: you would be so excited to wake up each morning to work on your passions”

Edmond Mbiaka

HOW

What is your signature offering/product/service? This is the one that if you allowed yourself to dream and think big, it would be the one you are offering all the time. You know- the one with all the bells and whistles. If money was not an object in yours, or your client's mind. What would you offer? Go into detail here. Think about all the wonderful things you could bring together to offer a unique experience, product, or service for real transformation + joy for your client. Something that combines all of your talents and passion and allows you to offer a really memorable and/ or transformative experience.

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HOW

Your signature offer / program continued



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“If you want to stand out in what you feel is a crowded place, you have to be Bold + Brave.

You have to start with being just a bit different.

Notice what others are doing yes, but do something different, and add in that extra bit that means it's got that Real Authentic part of you!

Ursula Kelly

HOW

What is it that your client is lying awake at night over?
Feelings/thoughts/struggles/longing - list them all.

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HOW

What do they really desire? What do they want in their life that they don't have now?

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HOW

Why have they not taken action to get it before? What's stopped them?

Think about all the factors that may have stopped them + list them

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HOW

NOW LIST THEM ALL AS SENTENCES SPEAKING TO ONE PERSON.

Example: Write that they want to sleep better, but they stay awake all night looking at their phone. So you would write that as:

"You are struggling to sleep at night so YOU find yourself scrolling through YOUR phone". Always speak directly to one person.

Remember the Power of One.

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HOW

Continue to list them here, as though you're speaking to one person.

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HOW

How will working with you or buying from you make this different?

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HOW

How do you know this? How can you assure them?

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HOW

What will their life look and feel like after they have worked with you?
What will they have, be, see or do differently than before?
List everything you can think of.

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HOW

How do you prefer to work with your clients? In-person? Meeting on Zoom? Pre-recorded video training? Do online sales/ or in-person over the phone? How would you really like to work? Can you work in a new way that's better for your profit and joy? Aim for the ideal here... take this time to flesh out ideas that you might not have thought of before.

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HOW

How will you get your clients to book/pay? How easy can you make it for them? Online / monthly regular payment / subscription / click here to buy / automated payments. How many steps are involved and are there any that you could remove to make it simpler, quicker and "make the boat go faster"? Remove any barriers/reasons to stop people from purchasing or booking and make it simple for them at any time day or night to make a decision.



HOW

HOW

HOW

How will you communicate with clients? Do you prefer emails or using social messaging? Have you tried sending audio messages?

Does this work for you? Do you have a cut-off time in place?

Are there certain times when you will or and when you don't reply to clients? Remember your Joy + Energy here.

A large white rectangular area intended for writing or drawing, occupying the lower two-thirds of the page. It is completely blank and serves as a workspace for the user's responses to the questions above.

HOW

REMEMBER YOUR JOY + ENERGY HERE.

This is your business, you create the schedule and set the boundaries.

How are you going to work going forward, that works
for you and then your client?



HOW

TOOLS + APPS TO CONSIDER

- Accept Stripe payments without the need for a website:
<https://tinyurl.com/44nh3jk7>
- Telegram / Voxer (to communicate with paid clients). Keep WhatsApp for family + friends (this was a game-changer for me)
- Google docs put all your writing in one place. It means you will have everything for your bio/sales page/reviews and social media posts in one place. <https://www.google.co.uk/docs/about/>
- Grammarly. Set it up in your browser to ensure you save time as it will spell check, etc. for you. You can use it in conjunction with Google Docs and you can even use it with Facebook.
<https://app.grammarly.com/>

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