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Freewrite Your Funnel

Day One: Develop Your Evolving Offer

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How was your homework?

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Today's session

- Firming up the Key Question
- Uncovering the core of your Evolving Offer
- Making your offer relevant
- Other Advanced Tactics
- Mapping out the transformation
- Avoiding the most important causes of „No Sales Syndrome”
- Office Hours opportunity

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Who's your Who

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The Key Question (KQ)

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**The Key Question: "What
frustrates your person?
What do they want?"**

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**Move toward,
move away**

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The tip of the iceberg

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**Beware the curse
of knowledge**

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Let's write it!

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**Dumb and crazy
ideas are ok**

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(2 minutes)

**What frustrates your
person? What are
they trying to move
away from?**

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(2 minutes)

**What does your
person want that
keeps eluding them?**

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(1 minute)

**What else is bugging
them?**

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Done!

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Break!

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The evolving offer

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Avoiding "No Sales Syndrome"

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Offers create transformation

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The Minimum Viable Offer

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**What's the smallest
meaningful
transformation? (SMT)**

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(2 minutes)

**What's the smallest
meaningful
transformation?**

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Tying the transformation back to the Key Question

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(2 minutes)

**How does the smallest
meaningful transformation help
them move closer to resolving
the pain of the Key Question?**

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The steps from here to there

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(3 minutes)

**What are the pieces or
steps that will create the
smallest meaningful
transformation?**

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You did it!
(this was the hard part)

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Light Homework

- What words do they use?
- Lightly words do they use?
- Lightly edit your Evolving Offer into a rough draft

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Sonia

**"Don't take
shortcuts, they take
too long"**

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Stuck?

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Office Hours

(submit before 6 PM Eastern U.S. today)