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## MODULE 4, EX 1

# OFFER TESTING GUIDE

Here is a short message exchange you can have with 5-10 next-level, ideal clients to test your offer statement! These may be former clients or not, but they're ideally people you know pretty well.

It's easiest when done over Messenger or text so it's a little quicker and more conversational, but of course email works too. Because people don't tend to respond as quickly to email, in that case, you will just dive in and ask, instead of asking permission first. Just preface it with a request: *"Do you have a few minutes for this? It would be so helpful, thank you!"*

Remember, follow this pattern, but use your OWN voice.

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*Hey XX,*

*I'd love your quick opinion on something – do you have a minute?*

[STOP and WAIT for a response instead of spilling it all up front and overwhelming people. Basically, ask permission.]

*Awesome, thanks!*

[Next part is OPTIONAL if it makes sense in the context and you don't know if they still have the issue. This helps you confirm they are in your target audience and have the problem you aim to solve.]

*So I hope you don't mind me asking...*

*Are you still...*

- *Trying to write that book?*

- *Feeling maxed out with 1-1 work and wanting to start groups?*
- *Having issues with your gut?*

*[Acknowledge them and respond. If they say no, then “never mind, thanks anyway!” If yes, or if you skipped that part and you’re assuming/know they’re an Ideal Client, then...]*

*Ok, good to know... sorry you’re still dealing with that!*

*I’m considering putting together a small group of folks where we synthesize your most powerful work into an intimate, transformational, group program.*

*And we’re gonna do it without all the hustling and overgiving and undercharging that often comes along with group programs.*

*The idea is that we’re going to launch your group during the program, and even enroll some folks :)*

*Would you be into that?*

*I’m just considering it at this point.*

*[NOTICE I added a little beef onto my offer statement to make it sound more conversational.]*

*[If YES, they’d be into it..]*

*Yay, I’m so happy to hear that.... Means a lot coming from you :)*

*If I decide to go for it, can I reach back out to you?*

*[If YES, put this person on your lead list.]*

*[If NO, they’re not into the idea of the program...]*

*Thank you so much for being clear with me! I appreciate that :)*

*Out of curiosity, if you have another sec... is there something that would make this more intriguing to you?*

*It's SO helpful for me to know as I design this offering. <3*

[See what kind of intel/market research you can get here, and if they're really talkative and willing to help, hop on the phone with them, especially if they are an ideal client. This is how you learn what works!]

*Thank you!*

### **Up the Ante (Optional):**

You can also post something like to your email list and social media (personal or biz).

You will obviously get a lot more feedback this way (and more leads too). Just be of the mindset that you are truly experimenting, and you may put out more than one idea.

If it's a social media post, you can also put something like this at the end to get the feedback you're looking for (after the offer statement):

*"If I were to offer this, would you be interested? Just drop a yes or no in the comments or PM me. All answers are welcome, I'd love to know what you think!"*

If it's an email to your list, you can write something like this at the end:

*"If I were to offer this, would you be interested? Just email me back right here and let me know. All answers are welcome, I'd love to know what you think!"*

### **Mini Market Research Project (Optional):**

Here's one more quick thing you can do to see if your offer statements are landing or to choose between various versions of an offer statement.

For this one, choose folks who you know will be happy to take a few minutes for you and are next-level, ideal clients. Current and former clients who adore you are great for this. It still serves the purpose of the above template (i.e., you

could still get them on board), but it gives you more info about how to best position your offer.

Hey XX,

*I would LOVE your opinion on a new course I'm considering offering. It will just take a couple minutes.*

(If you're messaging, check in to see if they have a minute before pasting everything below).

*I'm trying to decide what messaging will land best with my most ideal clients, and since you're one of them, your viewpoint would be suuuuper helpful.*

*Here are XX different ways of messaging this new group program:*

[LIST a few different versions of your offer statement.]

*Which one resonates the most? Why? Do any of them turn you off? I would love to hear any feedback you have on this.*

*Thank you so much!*

Here are the choices I sent to a few current clients when I was testing this program. You can see how these are all ways to message or position the SAME offer.

- Synthesize your most powerful work into a transformational group program -- without hustling, over giving or undercharging.
- Design an intensive group program or retreat that seamlessly segues into your long term, high ticket programs.
- Leverage the magic of transformational group programs to give you back hours of time and double your revenues.
- Weave your most powerful work into an easy-to-fill transformational group program... without over-giving or under-charging.