

MO MAGNETIC OFFER

with Jill Hope



Prep Form

Welcome to Magnetic Offer!

I'm so excited to help you create a High-Ticket Coaching Offer that magnetically attracts your Soulmate Clients on repeat.

This form will help you prepare for the program.

Please complete this form prior to our first class. If you wish to share with Jill for more visibility, please email it to Jill at jill@ishinewealth.com at least 48 hours prior to the first session.

Let's get started!

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Section 1: Your Business

In the space below, please describe your business. Tell me what you do, how long you've been doing it, why you do it (i.e., why did you choose this work / what drives you), your biggest challenge in your business, what your revenue was last year, and how much you'd ideally like to be making.

Empty space for writing the business description.

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Section 2: Your Ideal Soulmate Client

In the space below, please describe your ideal Soulmate Client. Who do you most love to serve, what are their qualities, what are their demographics, where do they hang out, etc. Only describe one person who is most ideal to work with and who would get the best results from working with you.

A large, empty light gray rectangular area intended for the user to write their response to the prompt above.

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Section 3: What Problem Do You Solve?

What is the biggest pain point your ideal client is dealing with that they are aware of and want to solve now? In other words, what keeps them up at night that they would do almost anything to solve?

A large, empty rectangular area intended for the user to write their answer to the question above.

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Section 4: Your Unique Method

What is your unique way of solving your ideal client's problem / pain point? What makes your method unique compared to other coaches out there solving the same problem?

Blank area for writing the answer to the question: "What is your unique way of solving your ideal client's problem / pain point? What makes your method unique compared to other coaches out there solving the same problem?"

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Section 5: Your Promised Results

What is the desired result your client receives when their biggest pain point is solved?

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Section 6: Your Current Offerings and Price Points

Describe your current offering/s with price points.

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Section 7: Your Challenges with Offerings, Pricing, Sales, and High-End Client Attraction

Describe in more detail any specific challenges you have with making offers, pricing them, raising prices, receiving money, and enrolling high-paying clients. Include any mindset blocks around creating offers, pricing, and/or sales.

A large, empty rectangular area intended for the user to write their response to the prompt above.



Section 8: Your Time and Energy

Please answer the following questions related to your income, work hours, lifestyle goals, and joy related to your business.

1. How much did you earn from your coaching business in the past 12 months?

2. How much would you like to earn in the next 12 months?

3. What are you not able to do because you're not earning enough? Please be specific.

4. How many hours do you work (on average) each week in your coaching business?



Section 8: Your Time and Energy - Continued

5. What percentage of your work is on delivery of your offers versus working ON your business (marketing, content creation, networking, etc.?)

6. How many hours (on average) would you like to be working in your coaching business every week?

7. What are you not able to do because you're working too much? Please be specific.

8. What gifts, skills, passions are you not using in your business that you would love to incorporate if there was no way you could fail?

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Section 9: Your Intentions for This Program

What is your intended result from participating in Magnetic Offer? Why did you sign up for this program? What outcomes will you create?

A large, empty rectangular area intended for writing responses to the questions above.



Section 10: Questions Around Offers and Pricing

What specific questions do you have around creating offers, setting prices, raising prices, high-ticket pricing, etc?

A large, empty light gray rectangular area intended for user input or questions.

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Thank you for completing the Magnetic Offer Prep Form!

Please send this completed form to me at jill@ishinewealth.com at least 48 hours prior to our first session.

I look forward to supporting you!

Love,

A handwritten signature in black ink that reads "Jill".