

# KRISSY LEONARD

eat well. make money. change the world.

## WORK WITH ME PAGE TEMPLATE

This template is simply a guide to get you started – you can always craft your own but this formula does a great job of including pain points, dreams, bridge and call to action: your Soul-Centered Sales formula.

### WORK WITH ME

Start out by connecting with the current emotional state of your target client. Is she frustrated, searching, upset, worried, ...? Let her know that you understand what she's feeling and why. Use her EXACT language:

You are...

You have...

You feel...

You think...

Let her know that you know what she's hoping for. That you understand her dreams. Articulate her vision in HER words:

You wish...

You're ready to...

If only...

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You can also use bullets if it feels appropriate. For example:

Do any of these sound familiar?

- You wonder why....
- You feel like...
- You are afraid that...
- When x happens, you...

Write a brief summary of what you do - based on this issue (aka your bridge) - articulate how you help them go from A to B. 5-ish bullets that describe what they'll get out of working with you (the dreams they have)

As a result of this product/program, you will...

- Have more clarity around your purpose
- Feel excited to get up in the morning and do your work
- Have your business up and running with money coming in

Next cover the logistics.

This package includes:

\* Prework (give it a good name)

Describe why the prework is valuable to them and why they should care.

\* Private coaching sessions/the "meat" of your offer

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Describe the coaching. More than just features ex. six 60-minute sessions. What will you help them with? Why is private coaching or this product or service so incredible?

\* Homework (give it a good name)

Describe why the homework is valuable to them.

\* Anything else included in your package (eg, digital products, workbook, etc.)

Describe it and why it's so awesome.

Investment: \$xxx (note: this is a personal choice if you want to put your pricing on your website. There is an argument for both - go with your gut).