


The Strategic Offering Worksheet

Turning Your Insight Into a First Paid Pathway

Step 1 – Name Your Audience

Who is this offering for?

(Use the egoic identity label you defined in Module 1)

 _This offering is for: _____

Step 2 – Name the Specific Top-of-Mind Problem

(Use the phrasing you refined in Module 3)

 _They are struggling with: _____

Step 3 – What Outcome Will They Believe Is Possible?

(This isn't your whole transformation — just the FIRST outcome.)

 _So that they can: _____

Examples:

- feel calmer at work
- stop reacting and start leading
- sleep through the night
- reduce anxiety
- feel more confident
- stop people-pleasing

Step 4 – Name the Container

Don't overthink it — just choose the format you imagine starting with:

 *This will happen through:*

- 3-4 session coaching package
- 4-week journey
- 6-week starter programme
- Masterclass + follow-up sessions
- Other: _____

(It doesn't need to be built yet — just named.)

Step 5 – Phrase It As Your Strategic Offering

Combine your answers into one clear identity sentence:

My strategic offering is a _____ solution

that helps _____ who struggle with _____

so they can _____.

Rewrite/iterate it:

 Version 1: _____

 Version 2: _____

 Final version: _____

Need more help? Here are some completed examples you can model:

Example 1 (Clarity & Business Focus)

My strategic offering is a clear marketing strategy solution

that helps **struggling HeartMath coaches** who struggle with **explaining what they do and finding clients**

so they can **attract the right people, build confidence, and create a sustainable coaching practice.**

Example 2 (Burnout / Capacity Building)

My strategic offering is a nervous system reset solution

that helps **exhausted caregivers** who struggle with **burnout and depletion**

so they can **restore energy, reconnect with themselves, and cope more effectively.**

Example 3 (Leadership / Interpersonal Regulation)

My strategic offering is a coherent communication solution

that helps **emerging leaders** who struggle with **conflict, reactions, and misunderstandings**

so they can **lead calmer conversations and influence without force.**

Example 4 (Parenting / Relationship Regulation)

My strategic offering is a connection-building solution

that helps **stressed parents** who struggle with **reactivity and emotional disconnect**

so they can **respond with patience and rebuild closeness at home.**

Example 5 (Workplace Well-being)

My strategic offering is a self-regulation skills solution

that helps **remote workers** who struggle with **overwhelm, distraction, and pressure**

so they can **stay focused, resilient, and in control of their reactions.**

Step 6 – Reality Check Questions

Ask yourself:

- ✓ Would my audience *recognise* themselves in this?
- ✓ Would they see why this matters?
- ✓ Does this feel do-able rather than overwhelming?

If not, tweak.

Step 7 – Claim It

Circle it.

Say it aloud.

Let it land.

This is the **bridge between clarity and clients.**

- ✓ Your signature talk will point to this
- ✓ Your report will position this
- ✓ Your webinar will lead to this
- ✓ Your mentoring will help them take it

That's it.

Simple. Tangible. Momentum-creating.