

# DAY THREE

HOW THEY'LL GET THERE?  
LET'S MAP THE JOURNEY



Hosted By  
*Coach JJ*

# Ready Set **Coach**

The 10-Day Coaching Business Accelerator  
For Aspiring & New Coaches to Enrol Paying Clients

Create Your High-Converting  
Signature Offer in 10 days



## Day 3: How will they get there?

Welcome to Day 3 of the Business Accelerator!

Today, we're going to build the framework for your offer—the skeleton that will guide your clients through their transformation. Having a solid structure is key to ensuring that your clients can clearly follow the journey you've mapped out for them. This isn't just about organizing your sessions; it's about giving your clients a clear path to follow so they can achieve their desired result.

Think of this framework as the foundation. You're not focusing on adding all the details just yet—today is about creating the key steps or themes that make up the bones of your offer.

Without a clear structure, your clients can feel overwhelmed or unsure of what's coming next. This can lead to frustration and disengagement. But when you have a clear, logical framework, your clients will feel supported, knowing there's a plan in place to guide them toward their transformation.

Let's dive in!





# Let's Map the Client Journey

## The Power of a Clear Framework

Creating a framework is about designing an experience for your clients that makes them feel supported and confident every step of the way. Here's why having a clear framework is powerful:

- 1. It Builds Trust:** When your clients know exactly where they are in their journey and what's coming next, they'll trust the process and feel more comfortable investing in you and your offer.
- 2. It Increases Motivation:** A well-structured offer allows clients to see their progress. When they can celebrate small wins along the way, they stay engaged and motivated to reach their final transformation.
- 3. It Elevates Your Confidence as a Coach:** When you have a clear plan, you know exactly what you're delivering and how it's going to impact your client. This clarity empowers you to show up with confidence and deliver maximum value.

A clear, well-thought-out framework creates a sense of momentum for both you and your clients, which leads to powerful results.

“How will they get from A to Z?”



# Your Task Today Is...



## Step 1: The Napkin Test

Imagine you're sitting in a coffee shop with a friend. They open up about a challenge they're facing—something holding them back, creating stress or frustration in their life. As you listen, you start recognizing that this is the kind of problem you solve as a coach.

You can't dive deep into every little detail right now, but you do have the clarity and expertise to offer them a simple, powerful roadmap. So, you reach for a napkin, grab your pen, and list the 6 or 7 key steps they need to take to overcome their challenge.

This isn't about packing in every bit of knowledge you have. It's about giving them the bones of the solution—the framework that will guide them step by step to where they want to be. Each of these steps represents a major theme or action that will move them closer to the transformation they're seeking.

The beauty of the Napkin Test is its simplicity! If you can outline the path clearly and succinctly on a napkin, you've got the foundation of a structured offer—whether that's for a single session or a full program. The key is to focus on the **major** shifts, milestones, or breakthroughs your client will experience.

You can always fill in the specifics later, but for now, the focus is on creating that high-level map. These steps form the framework of your high converting offer.



# Here's Your Napkin.



- Step 1:
- Step 2:
- Step 3:
- Step 4:
- Step 5:
- Step 6:
- Step 7 (if needed):



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# Your Task Today Is...



## Step 2: Reverse-Engineer Your Offer

Once you've outlined the key steps, it's time to reverse-engineer the process to ensure it all flows logically. Start with the final session, where your client experiences their transformation, and work backwards to the beginning.

### Questions to Consider:

- **Visualize the final session with your client.** What are they thanking you for? What's the big transformation they've achieved?
- **Work backwards from the final session.** What did you cover in the second-to-last session that prepared them for that final breakthrough?
- **Keep going backwards, mapping out each key step.** What was the focus of each previous session or milestone that led your client closer to their transformation?

**Your Task:** Reverse-engineer your offer from the final session back to the first, ensuring each step leads smoothly to the next.

On the next page I will show you an example of how this could look.

# Your Task Today Is...



## Step 2: Reverse-Engineer Your Offer - Example:

If your offer helps clients overcome overwhelm and gain clarity, the breakdown might look like this:

- **Final session:** Your client is thanking you for gaining clarity and focus.
- **Second-to-last session:** You helped them refine a personalized action plan.
- **Third session:** They overcame self-doubt and learned to trust their decisions.
- **Earlier session:** You focused on identifying distractions and setting clear priorities.
- **First session:** You built self-awareness around their key challenges and clarified their vision.

Your Task: Map out the step-by-step progression your clients will follow. If you are creating a single session offer, then you would break the process into say, 15 / 20 minute segments, rather than sessions.

Ready Coach? Let's Go!



# Your Task Today Is...



- **Final session:**
  
- **Second-to-last session:**
  
- **Third session:**
  
- **Earlier session:**
  
- **First session:**

# Your Task Today Is...



## Step 3: Determining the Duration

Once you have your framework, it's time to decide how long it will take to guide your client through these steps.

- Is this a single session, a bundle of sessions, or a full program?
- How much time does each step require for the client to experience the transformation?
- How long will each step take to deliver?

**Your Task:** Based on the key steps you've outlined, determine whether your offer will be a single session, a bundle, or a multi-session program.

Keep it realistic and focused on delivering the transformation, not the time spent with your client. And don't be tempted to add more time to bump up your price.

**When you're clear, enter your duration of your offer below.**

**Duration:** \_\_\_\_\_

# Wrapping Up

Congratulations on completing Day 3! Today, you've done something powerful—you've taken a major step in shaping the future of your offer by creating the framework that will guide your clients through their transformation. This is the beginning of a journey that will deeply impact the people you're called to serve.

**Feel proud!** You've gone from idea to action, and you're now holding the structure of an offer that can deliver real results, and tomorrow we're going to flesh it out even more, adding the detail and depth that will make your offer irresistible.

## Your Daily Dose of Courage

As always, share your progress in the group! Let us know what key steps you've outlined and how your Napkin Test went. Your journey is just as inspiring to others as it is to yourself—let's keep each other motivated as we build these powerful offers.

Tomorrow, we'll keep building on this foundation, adding the content and depth that will make your offer truly shine. Keep up the momentum, and get ready for the next exciting step! 🚀

Remember, if you have the VIP Success Pass you can submit your work via email or in the private Telegram group.

With love, purpose & power  
Coach JJ



WELL DONE!

