

DAY FOUR

THE TRANSFORMATION:
DEVELOP AND EXPAND



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 4: How will they get there?

Welcome to Day 4 of the Business Accelerator!

We're building on the foundation you created yesterday. You've already outlined the skeleton of your offer—you've got the bare bones. But now, it's time to add the depth, detail, and value that will turn that basic structure into something powerful, meaningful, and truly transformational.

Whether your offer is a single session, a bundle, or a full program, the core principles are the same. Each stage of this journey needs to deliver both emotional and practical transformation so your clients feel supported, understood, and like they're making real progress toward their goals.

The framework alone provides information, but the detail you add is what creates lasting transformation that moves your clients beyond short-term change, ensuring the transformation sticks and leads to lasting results.

Remember, your clients aren't buying your time—they're investing in the transformation you facilitate. By adding depth to your offer, your clients will feel confident and excited about working with you.

Let's dive in and bring your framework to life.





Clarify the Transformation

The Details Really Do Matter

At the heart of every offer is a journey—a process that takes your clients from where they are now to where they want to be. The skeleton of your offer provides structure, but it's the details you add now that will bring your offer to life and ensure your clients experience the transformation they're seeking. Whether your offer is a single session, a bundle, or a full program, the depth you provide in each step is what creates a lasting impact.

But beyond the transformation, consider how you as a coach, who has experienced your own transformation, can infuse your unique experiences, gifts, and authenticity into this process. Your lived experiences, insights, and personal journey are what make your offer truly stand out. This is your opportunity to tap into your deeper empathy and create an offer that feels authentic and aligned with your true self, while deeply connecting with your ideal client.

When your offer is created with this level of thought and intention, it becomes a catalyst for real change and transforms from just another coaching session or program, into a powerful journey that delivers the ultimate transformation your ideal clients have been seeking.

**“Your uniqueness will
make this exceptional”**



Your Task Today Is...



Step 1: Filling Out the Framework: Key Steps

Whether it's a single session or a multi-week program, every interaction should bring them closer to their goal. Ask yourself:

- What emotional and practical shift will my client experience in each step?
- What problem will they overcome, and what identity or mindset will they shift into?
- What unique perspective, skill, or gift can I integrate here that reflects my own journey and separates me from other coaches?

Bring Your Uniqueness

By integrating something that's unique to you—whether it's a specialized method, a mindset shift you personally experienced, or an insight from your journey—you not only provide value but also create a personal and memorable experience for your clients.

Your Task:

1. List each step of your framework.
2. For each step, describe the transformation your client will experience.
3. Identify something unique to your experience, expertise, or empathy that you can integrate into the process to make it authentic and distinct.



Your Task Today Is...



Your Task Today Is...



Step 2: Add Supporting Resources

No matter the length of your offer, it's important to provide tools and resources that help your clients process what they've learned and take action.

For a single session, this could be a worksheet or checklist that your client can take away. For a bundle or program, it might include guides, templates, or exercises that they use between sessions.

Your Task:

1. List any resources or tools you'll provide at each step (e.g., worksheets, templates, exercises, etc.).
2. How will these resources help your client process their transformation?

Your Task Today Is...



Step 3: Preempt Resistance

Your clients are bound to face challenges and resistance along the way. To keep them engaged and motivated, you need to preempt them and build in solutions that help them stay on track.

Help them to know it is ok to feel resistance but have some mindset tips to help them work through it.

Think about potential objections:

- What fears or doubts might your client have at this point?
- What limiting beliefs or external challenges could arise?
- How can you address them before they slow your client down?

Your Task:

1. Identify the resistance your clients might face at each step.
2. Outline the strategies or solutions your offer will provide to help them overcome these challenges.

Your Task Today Is...



Step 4: Infuse Emotion and Create Small Wins

Emotion drives action, and small wins build momentum. At each stage of your framework, focus on how you can create an emotional shift and offer a small win that gives your client a sense of accomplishment.

Your Task:

1. For each step, describe the emotional state you want your client to experience.
2. What small win can you create to keep them motivated and engaged?

Your Task Today Is...



Step 5: Create Space for Reflection

Finally, give your clients the space they need to reflect on their progress and process the transformation. This might be a moment at the end of a single session or a reflection point built into your program.

Your Task:

1. How will you create space for your clients to reflect on their progress?
2. What reflection questions or exercises can you provide to help them internalize the transformation they're going through?

Wrapping Up

Well done for completing day 4! You've now added the clarity, depth, and detail needed to make your offer truly irresistible, no matter what format you've chosen. Whether it's a single session, a bundle of sessions, or a program, you've created an offer that not only delivers a clear solution but also creates a powerful, transformative experience for your ideal clients.

By filling out the framework with thoughtful, intentional detail, you've ensured that your clients will walk away feeling empowered and ready to take on their challenges with confidence.

Your Daily Dose of Courage

OK, Head over to Facebook and share your progress in the group! Let us know one thing you will add to your framework to make it unique that's based on your lived experience or expertise.

Now, it's time to implement what you've created. Tomorrow, we'll have a live Q&A session, where you can ask me any questions you have and get extra support from the lessons we've covered this week.

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!

