

SMALL BUSINESS

## Four Simple Steps To Creating High-Value Offers That Sell

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for [Forbes Business Council](#) **COUNCIL POST** | Membership (fee-based)

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No matter what industry you're in or what experience you have, you possess knowledge right now that others could benefit from. Whether you can help people save time and money or avoid frustration and mistakes, the lessons learned from the journey you've been on might change someone else's life.

Packaging and selling that knowledge as a premium offer to those who find it most valuable is what makes it possible to grow your business to six or seven figures in revenue. This is a process I like to call "turnkey consulting," and you don't have to be a marketing expert to make it work.

If you can follow the simple instructions outlined in this article, you'll have the keys to consistently hitting your revenue goals.

### Why turnkey consulting?

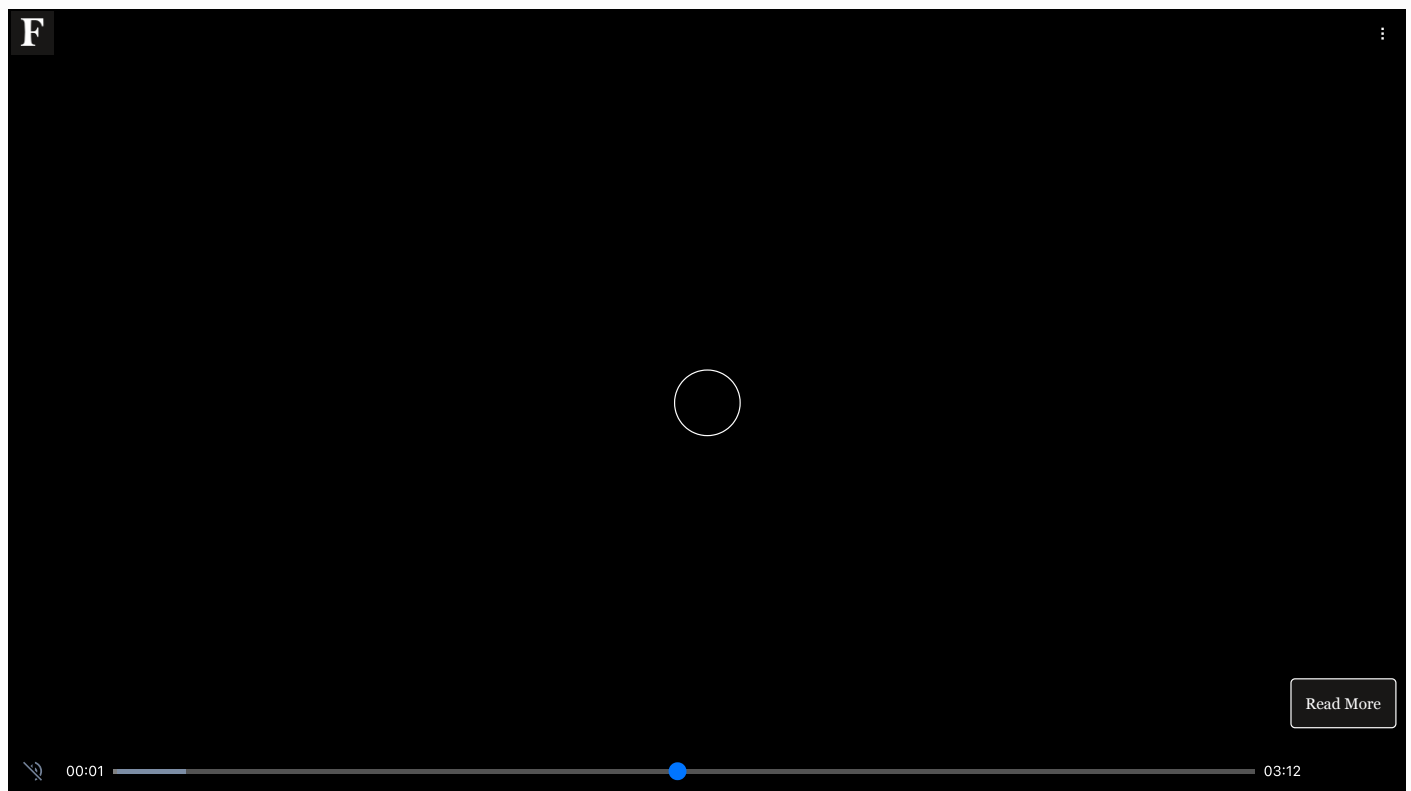
Turnkey consulting is centered around packaging up your knowledge and expertise into a high-value, impactful offer that provides your clients with a deeper, more effective experience. It's designed to serve the highest tier of clients in your industry and is priced accordingly. As a consultant who teaches clients how to master turnkey consulting themselves, I recommend pricing your offer at a minimum of \$10,000. That said, the right offer to the right audience can sell for \$100,000 or more.

So, what exactly do you provide for that price? Well, that's the interesting part. When I challenge clients to think about charging \$12,000, \$25,000, \$50,000 or more, they start thinking of what they could possibly create that would command that type of price tag — and they get very creative. That's the goal.

The creativity, innovation and intimacy you'll bring to an offer of this caliber can instantly position you as unique and authoritative — especially if you're in a competitive market.

This takes you out of the trap of being just another commodity because you're no longer competing with everyone else who does exactly what you do. When you create your own lane, the competition becomes nonexistent. This is a really powerful position to be in.

It also means you'll be serving an entirely different type of client: one who knows exactly what they want, is committed to getting results and makes fast, decisive choices. In my experience, this allows you to make a much bigger impact and get better results for your clients.



So, now that you understand why turnkey consulting can be so powerful, let's look at what you need to do to get started.

### Creating Your Luxury Offer

The premise of turnkey consulting is that your core service is a luxury offer: a high-end offer designed for the top-tier buyer in your market.

In order for a luxury offer to be effective, it must meet four criteria:

#### 1. It needs to be irresistible.

An irresistible offer is a proprietary solution offered by you and only by you. It's a system for generating a specific result that is owned by you, rather than offering time or "stuff" for dollars. You want to focus on compiling an offer based on getting your client powerful results.

Don't restrict possibilities; the bigger the results, the bigger the offer and the bigger your fee. Desirable client outcomes can include saving time, saving money, avoiding frustration or mistakes, gaining something of value, etc. The best offers combine several outcomes.

#### 2. It must be geared toward a premium audience.

Don't waste time trying to build an offer that appeals to wide swaths of the market. A college student probably won't be able to afford or run a done-for-you home care agency, for example, but a nurse practitioner might. Take some time to nail down the perfect audience for your top-tier service.

### 3. It needs to be able to be delivered at scale.

The ultimate goal of this system is to create freedom and position you as the CEO of your business. You need to be working on your business, not in it. To do this, you should be able to serve 10 clients with nearly the same effort as one. Make sure the bulk of your offer can be systemized so that you aren't required to handle every part of every project.

### 4. It cannot create direct competition for you.

If you still make money in the industry you'll be serving, package your offer in a way that doesn't take money out of your own pocket. For example, if you're a day care owner and your luxury offer is a done-for-you day care setup, you don't want to set someone up in an area that creates competition for your primary business.

### Putting It All Together

If you want to attract higher-quality clients so you can impact more people, enjoy more profit and have more freedom, this is a simple blueprint to help make it happen.

As you brainstorm and build out your offer, resist the urge to play small out of fear that you'll have difficulty selling high-ticket offers; that could not be further from the truth. The reality is, these offers are designed to resonate with and serve a very specific segment of your market.

When you choose your offer and audience the right way, much of the positioning and pre-selling takes care of itself. This is why I've found you don't often have to worry about twisting arms or chasing people just to make sales.

The bottom line is, if you have knowledge and experience that you can use to help people get their desired result, I believe this could work for you. You have to commit to going all-in toward reaching your goals so you can help other people reach theirs. Those precious few action-takers — I believe they are the ones who end up changing people's lives. I truly hope you use this information to do just that.

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