



Direct Offer Content

Direct offer content is a content that is very DIRECT—haha, that is how it gets its name. It's sole purpose is to cut through the fluff and noise and find the people who are ready to work with you NOW.

The art of crafting this is to make sure that you are very specific in

- a) What you are selling (your offer)
- b) How it will help the right person (results)
- c) Who the right person is (qualifications)
- d) What the next step is for this person to reach you (Call to action)

I have great success with these—and they take me quite a bit of time to write initially. Once you have a-d laid out above in the piece, you can switch up the front of the post with a story, a different image, a testimonial, etc. and reuse the bottom part of the offer, as outlined above.

So while it may take a little while to craft the first one (with all the reusable parts), this content has lots of longevity and can be used over time.

I hope you will test out this marketing style—and I can't wait to hear about your results!

The video tutorial will walk you through some key pointers, and I've included some examples I used in email here too. Feel free to test and play — this is what marketing is all about!

Invitation Selling

Are you solving the wrong problem?

Hey there <name>,

*If you could be doing EXACTLY what you want to be doing--and **make more money doing JUST that one thing**--would you take the leap to say "yes", so we can get you to a VERY joyful and happy place?*

I am inviting you to work with me if you are an established coach or consultant and you are struggling to hit your monthly revenue goals.

***You may think that you are not hitting your revenue goals because you are not working hard enough.*

***You may think you are not hitting them because you have a money mindset problem.*

***You may think that you are not hitting your revenue goals because your offer isn't landing in front of the right people.*

***You may think you are not hitting your goals because your messaging is off.*

What if NONE of these was true? (They could be a factor, but what if something else was going on?)

What if you simply didn't have the right offer that matched HOW YOU BEST SHOW UP AND SERVE your people?

Invitation Selling

--->So, deep down, **it's even hard for you to sell the thing to yourself** (let alone others) b/c you are out of alignment with how you want to be spending your time and energy. **THIS IS REAL.** < 3

I can help.

I am offering to work with the right fit coaches and consultants in a VIP Day + 30 Day Implementation Experience. I have three open for this month.

You qualify for this offer if these conditions are met:

1. *You have developed a program/course/1:1 coaching that is ready to sell.*
2. *You have client results that show how you have transformed their lives.*
3. *You can take on at least 3 more clients in the next 4 weeks.*
4. *You have a desire to have more fun and experience more joy in your life.*

If you are a YES to the above 4 criteria, please reach out by replying to this email, so we can see if you are a good fit to work with me in this way. We want a win-win for both of us.

Invitation Selling

During our time together, we will:

1. *Determine if the program you are offering is in alignment with how you best show up to serve others and help them get results. If yes, we will review pricing and messaging and selling. If no, we will create something that you love!*
2. *Determine the very best next steps for you to go sell three of your offers right out of the gate.*
3. *Build a roadmap for your marketing strategy that is in alignment with your Content Personality and is a total joy to implement.*

I'm looking forward to hearing from you.

xo

Shannon

Invitation Selling

Need 3+ more clients?

Hello, <name>,

Do you have space to take on 3 more clients in the next 4 weeks?

If so, I would like to work with you in my VIP Day + 30 Day Implementation Experience. I have three spots open for this month.

You would be a great fit if:

- *You have developed a program/course/1:1 coaching that is ready to sell.*
- *You have client results that show how you have transformed their lives.*
- *You can take on at least 3 more clients in the next 4 weeks.*
- *You have a desire to have more fun and experience more joy in your life.*

If you are a YES to the above 4 criteria, please hit reply and say “yes”.

Invitation Selling

During our time together, we will:

- *Determine if the program you are offering is in alignment with how you best show up to serve others and help them get results. If yes, we will review pricing and messaging and selling. If no, we will create something that you love!*
- *Determine the very best next steps for you to go sell three of your offers right out of the gate. I will teach you my selling strategy many have come to LOVE: Invitation Selling.*
- *Build a roadmap for your marketing strategy that is in alignment with your Content Personality and is a total joy to implement. We will work together over the next 30 days to implement the strategy,*

Sound good? #LetsGo -----> Hit reply!

xo

Shannon

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and
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