

OVERVIEW

Offer Storyline

Turn your positioning into an offer a client can say yes to.

CLIENT / NAME

COACH

SESSION DATE

P Purpose

Draft your first or next coaching offer as a storyline: trigger, problem, method, deliverables, timeline and honest outcome.

W Why this matters

Clients buy organized hope. When your offer follows the story your niche already tells themselves, price conversations become logistics instead of debates.

1 The trigger headline**Work here**

Write the offer's working title using your strongest trigger event (Tool 11).

2 Who and where**Work here**

State the exact client and the stuck point this offer serves — one narrow slice.

3 The arc**Work here**

Map the weeks: what happens in each phase, using your Method Map stages (Tool 07).

4 What they hold

Work here

List the tangible deliverables: sessions, materials, check-ins, artifacts they keep.

5 Honest outcomes

Work here

Write the outcomes claim using the audited short list (Tool 09). Promise process and direction.

R Read it back

READ-BACK

Read the storyline as a client would. Does every line speak to their trigger and fear — or to your credentials?

YOUR NEXT MOVE

Price the storyline using the economics score from Tool 05. Then pressure-test it with Tool 16 (Program Disqualifiers).