

Tell me about your Primary Service or Program

As a first step in writing what I call a Service Information Page, I want you to answer all of the questions below.

Be very straight-forward in your answers. No “persuasive language.” No hype. Not too much detail.

Write it clearly and concisely in conversational language.

So, below, you’ll see the questions and beneath each question is a little clarification of what I’m looking for.

Don’t “slave” over this. I want you to write it as quickly as possible and have it done by next Friday. You shouldn’t spend more than 2 hours on it, ideally.

This is a first draft. It will be expanded (or contacted) and fine-tuned until you have your complete Services Information Page.

Remember, this is not finished, perfect copy. It’s just you answering questions about the primary service you are offering, OK?

Use the questions below as headings and format it in a Word Document. 14 pt. type.

So, here we go...

The Purpose of the (Insert Your Service Name Here) Service or Program.

One or two sentences only. Incorporate your marketing message. “The purpose of this service or program is to...”

A Little About Me

Two or three sentences about who you are and what makes you experienced and credible to help clients with your service. No more than three sentences.

Does This Sound like You?

Three or four short paragraphs on who your ideal clients are. Talk about demographics (the kind of business they are in, etc.) and psychographics (what kind of people they are). If they read this they will think: Oh, he/she really understand me and knows who I am.

Why is this Service/Program Needed?

Here's a list of the three main issues you help your clients with.

Use a version of your Treble Hook. Don't elaborate. Make each of your hooks concise, clear and relatable to your prospective clients.

My Work Focuses on These Three or Four Key Things (Practices, Skills, etc) (Outcome-oriented)

Above, you outlined the problems/challenges your prospective clients are facing.

In this section you outline the three or four things you do in your work together to produce results related to those problems/challenges.

Number each of them.

Each one of these things will include a feature and benefit.

I.e., We help you do this thing, so you get this specific outcome. Be clear and concise.

Don't get deeply into your process of how you do what you do.

What Can You Expect to Gain From Working with Me (or Going Through This Program)?

This is an overview of the kind of long-term results your clients can expect to gain from working with you.

List three or four of the key advantages they will gain from your work together.

What skills, abilities, understanding, results will they realize?

Remember, as with all items in this document, no bullet points or three-word items!

No, you want complete sentences as if you were explaining what your clients typically can expect to gain from your services.

How Do I Work with My Clients?

This is really the first time you talk about the structure and process of your work.

Write it in terms of... "We start with this, and then we do that, and then we also do this and it takes so much time or so many weeks or months." Not too much detail and not too sketchy, but enough to know what it will be like to work with you.

What is Special About My Work?

I often think of this as your "special sauce." What do you bring to your work that makes it more effective and helps to produce better results. You may have a particular approach, or technology, or process that you implement with all your clients. Talk about that clearly and concisely.

What Do I Help You Avoid?

When someone engages your services, they avoid many things. They avoid wasting time and money, for instance. Explain specifically how your service helps them avoid things. Be specific.

How is My Approach Different?

Similar to how you are special, but more about how you are different than other people who do similar work. Do you do things faster, in more depth, or more effectively in one way or another?

Two or three short paragraphs.

What is (Name Your Service or Program) Not?

There are a lot of things out there competing for your prospective client's time and attention. And they will compare you to other services. So, what is NOT included in your service. What do you NOT do and why don't you do it? And why is NOT doing those things an advantage to your prospective clients?

Two or three short paragraphs.

Next Steps

If they are interested in knowing more about your services and exploring with you whether you can help them or not, invite them to take advantage of a conversation where you can explore.

You can see an example of a Services Information Page on my site:

<https://actionplan.club/programs/coach>

Try to resist the urge to look at it before you do your first draft!

