

How Many Offers Should I Have on my Site_

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You're listening to business that Asri, the audio advice column for your online business. I'm Kirsty Denton.

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And I'm Amy Posner.

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We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach.

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Okay, the question we have here today is it's I'm just starting out with my business, which is website design and wondering how many offers I should have to work with clients one on one. I've heard three is a good number, but not sure of why but if that's even true, Amy, initial thoughts?

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Hmm, this is interesting. Okay, let me I get to unpack this. I'm not sure I understand it. How many offers I should have to work with clients one on one? Oh, I need context for this. Because when I think about how many offers, it's like, are we talking about sort of arbitrary made internal offers? Are we talking about offers on the site? Or we don't know exactly what we're talking about, however, that said, in the abstract, three is generally a good number, for a whole variety of reasons. But do you have anything more concrete? Chris, to your mind being, like, just obtuse here not understanding this?

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No. I mean, my automatic thought and they have no, no evidence of this is correct, is that they're thinking about what offers to sort of promote to people via their website, or via pitching or whoever they're going to attract clients. But you raise a good point, because, you know, there is a difference between offers that you put out into the world and offers that you may offer to clients, if and when sort of it feels appropriate, and you want to actually do that kind of work with them. So you raise a good point. And yeah, I don't have any other information. So maybe we'll just discuss all of it, because I feel like all of this will be helpful to talk through.

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Okay, that sounds good. So what have you got what comes to mind for you? I mean, I think first

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of all, I think the reason that three offers gets spoken about as a good number of things to have is because it limits the probability of a prospect being overwhelmed with choice, and it gives you a good opportunity to clearly differentiate those offers from the other, and also possibly sort of promote one as the preferred choice. Because there are ways you can do that with your messaging and how you present the offers and how you market them. But what I will say, is, um, you know, if you've listened to this podcast before, you would have heard me say this 1000 times, but context is key. So I think, just because it can work for some businesses, it does not mean that, you know, that is the ideal number that you should be aiming for in yours. And if you find that you are sort of clutching at straws to think of three different ways in which you would like to work with an ideal client, or think of three different ways in which an ideal client might like to work with you, you know, I don't think you should be creating a third offer simply for the sake of it. So I think that's my first thought, and my biggest thought, Do you have anything to add to that little train of thought I mean,

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I do. So I'm thinking one thing is how the offers relate to one another. And so let's, and let's define this idea of external versus internal. And so an external offer might be something someone sees on your site, like, you know, I offer 123. And inside of 123, you may or may not be able to purchase those right on the site, right? Like I offer this, you know, click here, you can buy it, you know, pops up a calendar, all of those things. Alternatively, you know, it just, it's, you know, here's what I can offer, you know, book a meeting, or, you know, there's some other, there's some other possibility, but you can buy it. Alternatively, there are internal offers, which is how I always worked, which was I knew behind the scenes, what kinds of problems I liked solving and what offers I had that solved them, but I didn't share that on my site. So here's what I want to say, the offers, it depends how you structure them, because like you could have three offers on a site that were unrelated. And depending on what stage of business you're in, that can make you look like you know, the proverbial Jack or Jill of all trades, master of none, which is a risk. Alternatively, if you have offers that sort of work together synergistically and I think this is what Christy was saying, as well. You know, there's that strategy where if you have three things, you know, in letter A is bare bones B is got some nice bells and whistles and really gets the job done. And C is like, you know, the fantasy project that comes you know, comes with everything and a bottle of champagne. Often what happens is the to the low and the high offers serve to make the middle offer look really appealing. And so it's really, you know, it's

kind of you're creating a value equation for the buyer and that works really well. It's been proven Time and time and time and time and time again, you know, in all kinds of media. So I think that's just something to be aware of like, what what are what are you presenting to the client? What does it look like? And is it? Are they interrelated? Or are they so different that it's not even clear to the potential client? What's going on?

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Yes, yes. And you raised such a good point about the idea of those three authors being that they are sort of different versions of the same kind of service or package, and that the purpose is often to promote or hero, the middle tier offer. So yes, thank you for so so wonderfully, clearly, articulating that. I'm curious, you mentioned that, you know, having offers that are really disparate can run the risk of making you look like sort of a jack of all trades, master of none. So do you have any tips for this person around? Like, how to avoid that kind of problem, like where they should start thinking about what that offer should look like? And I guess, within that process, and say how many they actually want to put out there to people to buy?

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Yeah, I mean, I think I think the key is to, to have it appear that there's some congruence in between them, and you can create that, I mean, they can be really, you know, they can be very different offers, but they they could either serve different audiences, or they could serve different purposes for the same audience. So when I, which I think is, is perfectly valid, and when I was talking about was the the risk of that image of like, you know, the guy in the corner holding open his raincoat, you know, he's got watches all lined up, do you want to watch Oh, no, you don't. Okay, over here, I've got, you know, whatever else it is over here. And it's like, that's not what we're trying to do. So I think you want to show the contrast between the services, if you can tie them together narratively, and even explain why, you know, like, you have to say, look, this is why it looks like I do things that are so radically different. But you can explain what you know, why these how these things help prop problems, what problems they solve, and make it more evident, you know, why they tied together or why you're the one person who delivers those things, because it may not seem obvious. And I'll just use an example like in my in my copywriting business, that was a generalist. And in my early days, and I had my offers were all were really wide ranging, because I did so many things. But here's the thing, like all of the offers, they were very different. But I was able to tie them together based on my experience. And so like, for example, when I was a funnel specialist, you know, a funnel almost always directed somebody somewhere that was on the web. So it would make sense as a funnel specialists that you would write certain kinds of web copy, but I had to connect that for people so that they didn't feel like either you're a web strategist or a funnel strategist, when in fact, I was I was good at both, but I had to position it so that it didn't just look like I was opening the raincoat like here you're gonna have this so you don't want that this it's because I think that that just makes you look like what you're looking to do is make the sale regardless that you're not necessarily the specialists that they're looking for. And that was a way long ramble. Kirsty, so you, like bring us back to Earth or bring me back?

08:06

No, that wasn't a random like that was actually really helpful. And although very random side note, when he gets speaking about the person with the open coat, I feel like my brain automatically goes to

like a flash. I think in Australia, if you have a long coat on, you open it up, there's nothing underneath. I love that, like in America, you're someone who's like Hawking dodgy watches, such a good cultural difference. But anyway, I digress. To bring us both on track. I think that's such a such a good reminder of the value of positioning, because I think, regardless of how many offers you have, the more able you are to position yourself as a really expert, tailored solution for your ideal client, the easier it's going to be to actually sell those offers and close those projects. Because, you know, I think no one really wants a generalist. Because I think if you're wanting to invest in something for your business, and in this case, in website design, you know, it's going to be far more appealing to work with someone who is specialized in some way, or qualified in some way to serve your particular type of business, or work on your particular type of project. So I know that, you know, there's so much chat in the online space about the value of niching. And I think this is why but also remember, there are so many different ways to niche. So like Amy said, you know, even though you were a generalist, you know, back in the day, you did actually have a narrative, the title of those things together so that you weren't actually presenting as someone who did all the things, but as someone who was exploiting those funnels and the pieces of those funnels, including the websites, so I don't know if that sort of helped reinforce the point or if that was additional rambling, but I think it was the former.

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I think it was the former and I think another little little piece here and maybe this brings it all together is because the So the question is about the number, right? Like, how many should I have? And so I'm thinking about, so you're a web designer, and you have various problems that you solve. And maybe you know, if you may be new, and you may not know what problems you love solving best yet, but like, what offers, can you create that solve their problems and solve their problems, either at different levels are different price points? And I think that's where to start? And if that's one thing, great, if that's four things, great. If it's three, I don't think the number matters so much is, What can I offer that solves the problem? And then if you look at your audience, you know, what are the what are the price points? Or what you know, what kind of money are they spending? On the service that you deliver? And can you have offers then that are priced? You know, low, medium, and high based on that? And I think that might be a better way to come at it, then then choosing a number. But do you think Christie is an expense?

10:49

Oh, totally. Yes, I think focusing on the number is the wrong way to answer this question. It's focusing first on who you're serving, and how you can package your skills up in a really appealing way for that person. And it may well be that you just start with one service, there's absolutely nothing wrong with that. And I also love that, Amy, you brought up the difference between sort of external or public facing offers, and internal offers, because I think with one to one services, there's often scope for tailoring the inclusions of that particular project, sort of once you have a better idea of, you know, that clients need and their timeline and their budget and all those sorts of things. So, you know, if you think about the public facing offers, as a way to communicate, your worth, your value, your expertise, your fit, and then you think about your sales process as a way to, if you want to be able to tailor those services, so they fit people in a better way. And also, so they work better for you, for example, because I think, a good business with good offers, will have offers and services that don't just solve problems for their clients, but also solve problems for the business owner themselves. So in terms of finances, or time management, or those sorts of things. But as I say that I'm like, Oh, am I getting too

far down the track, potentially, if you're just starting out, you know, don't be afraid to test things. Don't be afraid to start small. And you know, focusing on a couple of solid offers, that you feel really competent are a good market fit. And you can always, always, always iterate and go from there.

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Yeah, I agree. And you know, another point on this, this internal offers. In a way, it's easier because you don't have to, you don't have to flush it out fully. But what you might do in that case, is have a laundry list of things that you know, that you can offer. And that way, you get a sense internally, even a ballpark pricing, or how certain things would combine together. And I realized that may feel a little loosey goosey to some people. But you know what, what should happen is, you know, you're getting on a discovery call with people and you know, discovering what you know what it is that they need. And then going back into your cave, if you will, and coming up with, you know, what's, what's the solution? What can I offer off of this list that's going to fix the problem for them an option to talk a little bit more intelligently to when you're on the call, because you're not scrambling like wait, what is that? And do those go together? And what would the price be and it allows you to even flow ballpark prices and things like that, which is another topic. But I think in wrapping this up of what we're saying is like you've got total creative license here. And so I think probably the thing to do is the thing that feels the easiest and smoothest to you. Because I suspect once you do create these, you'll be like like prestigious said, you'll kind of be iterating and changing and shifting and tweaking them as you go. And so I don't know, you may not be in this in this position. But sometimes you can spend a lot of time noodling on this and thinking about it, and then you get out there and you find it. Oh, wait, I have to change this anyway. So I would encourage you to, as Christie said, you know, test experiment, you know, see, see what feels right.

14:02

Yes, excellent. And I think that's the perfect note to wrap this up on. I hope that we have shared some useful insights here. And hopefully, the person has asked his question, we really hope that you're feeling a bit more motivated or a bit clearer on how to go about the process. And yet, you know, don't focus so much on the number focus on how you can best serve your ideal clients. And remember that you can always iterate and change and adapt as you go. Because when you're first starting out, I think each and every project you do is a really good opportunity to hone your offerings and build build yourself out into the business that you actually want to be in. So Good on you for starting and if you have any questions as you go along, let us know you can submit those at businessbadass.co/podcast.

14:48

Yay. Thanks for listening. Catch you next time. Hey, Amy here, having coached literally 1000s of freelancers over the last decade. I have found consistently that the people who don't suffer the ups and downs A feast and famine and who consistently land great projects with ideal clients. What they all have in common is solid business skills and it matters enough that I spent the last nine months creating a course called complete breakthrough freelancer. It's the resource for every single thing you need to know to build a solid sustainable business that suits you uniquely. And because your listener, you can save \$100 off the \$497 price tag using the code badass VAD AISs at the website [Amy posner.com](https://amyposner.com) forward slash complete dash breakthrough dash Freelancer thanks check it out.

