

# **A CHALLENGE ON CHALLENGES - DAY 5**

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Do you want to create a new offer or do you have an ideal offer to follow up this challenge with?

Why is this an irresistible offer for your potential client to purchase after your challenge? (How does the challenge lead directly into the offer?)

What are the value and results you plan to provide in your offer?

Break that down into 3-4 bullet points.

Practice your pitch! Take everything you mentioned above and write WHY your potential client's no-brainer next step is to take you up on your offer. Include your bullet points and make sure this is something you can include in your final email!