

Ep #126: What's an Offer, Anyway?



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With Your Host

Amy Latta

[The Confident Coaches Podcast with Amy Latta](#)

Ep #126: What's an Offer, Anyway?

You are listening to episode 126 of *The Confident Coaches Podcast*, the one where you can't say you don't know what an offer is any more. All right, let's go, coach.

Welcome to *The Confident Coaches Podcast*, a place for creating the self-confidence you need to do your best work as a life coach. If you want to bring more boldness, more resilience, and more joy to your work, this is the place for you. I'm your host, Amy Latta. Let's dive in.

Hello, Coach, how are you today? It's the first week of April and if y'all don't know this by now, it's birthday week. That's right, I pretty much celebrate my birthday the entire month. But this isn't just like the month of April, but it is the week of the birthday.

So the husband, that would be Trey, the handsome husband, the handsome Husby turns— Husby? The handsome hubby turns 50 in just two days, April 7th. So don't be afraid to shout out. Like Mr. Amy Latta, Mr. Amy Latta turns 50 in just two days. Let's go ahead and give him a shout out and say Happy Birthday, honey.

And then three days after that, so this upcoming Sunday, this weekend, I will be celebrating my 48th birthday. I will also be, this is dropping Tuesday April 5th, and tomorrow on the 6th I fly out to Austin. So if you are a Life Coach School certified coach and you will be attending our annual mastermind, it's been a couple years. You just might see me there. How exciting would that be for us to hug? I know.

So I will see you in Austin, if you are attending, if you will also be in Austin. And also feel free to, you know, send me cards, gifts, flowers, whatever you want. It's totally fine. This would be the Aries in me, by the way, talking out. Aries has this reputation of being hot headed, and fury, and on fire, and loud, and aggressive.

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It's so funny because it's like everything that I naturally was not. And yet as I've done this confident coaches work, as I've done the work that I've presented to you in, you know, 125 previous episodes, I'm like maybe I have more Aries in me than I thought.

Aries are supposed to not be afraid of confrontation at all, and that is still something that is not me. But everything else, I don't know. Yeah, it's all about me, celebrate me. Have we talked about me lately? Yeah, that's Aries. That's kind of the deal. We are fire, we are a fire sign and that is definitely me.

All right, so it's birthday week, it's birthday month and we are actually speaking of celebratory months. I just launched Free To Paid Coach, and I want to set the record straight, this is not a start and stop thing. I've gotten a couple of people who are like, "I don't understand, I'm so confused. When does it start? And when does it end?" And I'm like, "It's open all of the time. It's all of the time. There's no start or stop."

I mean, there was a start in that I officially launched on March 21st of this year. But now it's just going to run forever until it doesn't exist anymore. Yeah, like this is not a mastermind. This is not a termed coaching package. This is how you are going to become a confident paid coach. This is you knowing all of the steps that it takes in order to sign a client, sign your next client, your first client. And all of the steps that it takes to handle all of the emotions, the stress, the shame, the doubt, the judgment that's going to come up when you take those steps to sign your next clients.

This is everything you need to stare the patriarchy in the face when it's telling you, "Do this, don't do that." And you're like, "But I'm pretty sure the way I need to run my business is what you just said not to do." It's all of the steps that you need to do that. You can join at any time, but you kind of don't want to delay. Right?

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Like why put off when you know this is what you want to do and you know that you are looking for the steps of how to sign the client and how to deal with all the emotions that come with that. Why put that off anymore? Because this is exactly the community you need to be in. And the celebratory month we are in the midst, we started on the 28th, so what are we, like day eight, day nine? In a 30 day Make Offers challenge.

Now, you can do the challenge whenever, it's already in your material. As soon as you enroll in Free To Paid Coach you get access to the member site, you get access to the workbook. The member site has all the material that you need. We coach every Tuesday afternoon United States time, Central Time.

So you can get coached once a week, you can do the material, the offer challenge, how to make offers, what to say for 30 straight days. You can start literally anytime, you have immediate access to it. It's just that inside the Facebook group, inside the group, we're going to do things together every once in a while.

We're going to do some money relationship counseling later this year. We are currently doing the Make Offers challenge together. I'm sure I will come up with even more and fun things that we can do as a whole group. So you can do it any time, but if you want to be doing this work right now, now is the time to be joining us in this group.

And one of the things that has come up in the coaching already, so I'm recording this, we're literally on like day two. So by the time it comes out, we're on like day nine, but I'm recording it a week in advance. And already, of course, of course, there's some drama again. Again, again, again. I'm going to hammer these two points in, I literally give you exactly what to say for 30 straight days. Go write about this right here. Go say these things to your people.

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Obviously, I can't tell you the words to say because they'd be my words and not your words, but I give you the topic. Go write on this thing today, go write on this other thing tomorrow. But knowing what to do doesn't help you if your brain is like, "We can't say that. I don't know if I can say that. I'm confused, there's a lot of confusion." You're not confused, you just have a thought that's creating confusion as a feeling, right?

Because I can tell you exactly what to do, but you want to make sure you're in a group getting coached. And these are some of the questions that have come up in just two days and I wanted to make sure that we had a podcast about it. And it really comes down to the way that you're going to sign your next client is by making offers to help them.

But so many people, and I'm raising my hand here, how many people listening have at some point asked, "What even is an offer anyway? What does that mean?" My hand is in the air. My hand, I've made \$1.2 million in 10 years as a life coach, over \$400,000 last year. And I 100% looked like a deer in headlights when I was told to go make offers, when I was first told to go make offers.

So if you're confused, if you're feeling confusion, if you don't understand what an offer is anyway, that is not an uncommon question. It's just that there's an answer to that. And that is what today's podcast is all about because we are in the midst of this 30 day making offers challenge inside Free To Paid Coach. You should 100% be joining us as you are listening. Go to the website, enroll, be coached today, our coaching call is today, the day this episode drops.

So you could be coached, you could be listening to this Tuesday morning and be coached Tuesday afternoon on what's an offer anyway so that you can go and do this challenge with us and not quit on yourself. And not decide this isn't for you. Or just choose to stay in confusion and think that

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this offer is confusing, to think offers are confusing, and to think that I just don't understand.

Let's get you coached up on those thoughts so you can go make an offer. What's an offer anyway? This is legitimately something that was posted inside the Facebook group. So this is what I love, not only do you get an hour of coaching with me, but you have an entire Facebook community who is there happy to offer coaching. There are so many people in the Facebook group who have already been working with me. And while they are still students, they are definitely mentors, okay?

So we've got 60 members in the Facebook group. At the time of this recording, over 24 of you are brand new to me, never worked with me before. So that means there's a lot of people in there who get this. Who are doing this work alongside of you, but they have been coached on this before and they can also help you. This is the community that's waiting for you right now.

And so just today, a new member, how do I make an offer? What qualifies as making an offer? Do I even know how to make an offer? And she received coaching from one of my mastermind members on how to help her through that. And that's what I wanted to really think about what this podcast is going to be about is what is an offer? What qualifies as making an offer? What do I say and how do I do an offer, right? How do I do that?

So, first and foremost, let's get the first question out of the way. It's kind of like have you ever seen a word, and I can't think of one off the top of my head, but I definitely know we've all done this. Have you ever seen a word that you say all the time, but you look at it and you're looking at the spelling of it, and you're like, is that word really that word? Do I even understand what I'm saying?

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I feel like the word offer and the word value are the same. That like my brain wants to be really confused about what value is and what an offer is. Let's debunk the offer one right here, we're going to touch a little bit on value also. It won't be in depth, but we'll talk in depth about offer today.

So what is an offer? An offer is super simple. An offer is merely telling someone, I can help you. That's it. That's an offer. I can help you. You telling another human being I can help you is an offer. Now is there more to the offer? We can certainly add to that to be clear how you're going to help them, whether or not that person is the best person to say, "I can help you." Right?

But making offers, at the end of the day, every time your brain says I don't even understand what an offer is anyway, it's an offer to help someone else. It's an offer to get on the phone with you, to have a conversation with you, to work with you.

So now we're adding to it, right? So the offer is to do something, do something next. So this is where we're going to go into what qualifies into making an offer. What qualifies into making an offer is telling somebody you're giving them something of value. So what's value? And you brain, I know, your brain is like, "What? Okay, wait, I haven't figured out offer yet and now we're entering value into the picture?"

Value is just something that's useful, something that's helpful. We coach on this a lot in the mastermind when people are like I'm so— I introduce a value practice into the mastermind, that's actually something that a lot of my students work in depth in for like 30 day stretches at a time, on what their value is. And there's an entire value prompts, value practice that I teach inside the mastermind.

But the simplest way to explain value is useful. An offer contains something that's useful and that you add a call to action to. So its usefulness plus a

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call to action. What's a call to action? Do you want them to extend the conversation? Do you want to go have a cup of coffee with them so you can talk more about it? Do you want them to schedule a phone call with you or a Zoom call with you? If you are already on that call do you want to offer to them to work with you?

So what qualifies as making an offer is giving them a piece of value, something that's useful or helpful, and attaching that with a call to action, what you are inviting them to do next. So when you're thinking about 30 days of make offers, you're talking about a piece of usefulness. And that's what I'm going to give you, we're going to get to what to say in just a moment. I give you 30 different things to say, 30 different ways that you can introduce usefulness or value. And then you simply attach a call to action.

In a 30 day make offers challenge, you are making an offer for them to schedule a consult call, or a discovery call, or whatever you call it with you. Sometimes your call to action might be to answer a question that you've included and actually the call to action is to make a comment. For the make offers challenge, however, the call to action is to schedule a consult call with you.

So what's an offer? It's just an offer to help somebody. What qualifies as an offer? A piece of usefulness, a piece of value attached to a call to action. See, we're breaking this down. This is not complicated, it's very simple. Before we move forward, I just want to offer to you that of course your brain makes this complicated.

Do you understand why your brain makes it complicated? Your brain is making it complicated because the more value you put out, and the more calls to action you make, the more vulnerable you're going to have to feel. And the more vulnerable you feel, the more your brain tells you, "We can't

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do this. This is scary. I think we might be in danger. This isn't our place to say.”

All last week's episode was all about the patriarchy, and how the patriarchy keeps you from getting paid. This is where the patriarchy is going to start screaming in your brain. So of course it's so much easier to say you're confused. I'm confused, I just don't even understand what this is. It's not confusing. It's not complicated.

But of course, your brain wants to divert to confusion, because as long as you're confused you won't be making offers. And as long as you aren't making offers, you aren't risking being called out, you aren't risking being seen, you aren't risking being told you're doing it wrong, you aren't risking being told that you are wrong. So of course, it's going to turn to the confusion.

This is where I want you, and I actually teach you this practice inside Free To Paid Coach, I actually give you the exact steps to take to pull yourself out of confusion so that you can actually continue and make that call to action, make that offer. I tell you exactly how to do that. That's why knowing the steps of signing the next clients, you got to have the second part. Know the steps to get your brain in order, to get your brain back on board.

Okay, so what's an offer? Everybody, everybody out there, class, Bueller, Bueller, what's an offer? I can help you, it's a piece of usefulness or value attached to a call to action, what you want them to do next. Okay, so what do you say?

What you say is going to be unique to you. You can copy word for word something that I would say, but there's a problem with that. The problem with that is that is going to be laden with Amy's energy, and my word choice, and my humor, or my irreverence, my saltiness. I've been known to drop an F bomb here or there, right? And that may not be you.

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So the exact words, you have to be able to channel your energy into it. Hey, guess what you get inside Free To Paid Coach? How do you tap into that energy? How to see what you admire in other people plus your superpower so you can write from that place. I teach you how to do that inside the program, of course, right? Because it's so important to making offers.

So what you say though, I give you 30 days of topics inside the program. So the actual words, you will need to craft yourself because otherwise you're copying somebody else's words and that's a terrible idea. And of course we want to copy somebody else's words because we're afraid of being told that we're wrong.

But you do not want to present a watered down, could be anybody, not speaking to your perfect client. When you present that your person is like, "Oh, that's nice." And you don't want them to say, "Oh, that's nice." You want them to go, "Oh my God, she's in my head. How did she know?" Right?

Okay, so what you say, here's just a variety of the topics we are writing about this month. The top three things I teach. What it's like inside my brain. A feeling before and after. An obstacle that you overcame. A person that you admire most. Your biggest failure. An inspiring story. Three things that your client should stop doing right now.

So you have a topic and then you share that story. You share that information with them from a place of I was here, now I'm here and I can help you do the same. It all starts with a phone call. So the 30 day make offers challenge is giving you the thing to go write about. And then the Free To Paid Coach process gets you into the energy where you can write it from so that it's in your words and you're not photocopying somebody else's offer right?

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Now hold on a minute, I'm going to drag you back in because some of y'all's brains are starting to leave me, right? Some of you are like, "I don't know how to do that. This sounds complicated." It's not complicated. It might be scary, it might be incredibly uncomfortable and you might try to tell me that you're not a very good writer, that you speak better. If you can speak, you can write. If you can write, you can speak.

So you don't need to feel that this is complicated, but let's acknowledge that it can feel scary. And that's why you want to be in the program. That's why you want to be in Free To Paid Coach, so you can get coaching on that. And that's why you want to be in the program, so you can go through the tools that I give you. All of the content that I give you walks you step by step on how to handle that.

But what you say, is you give a little bit of story based on one of the 30 day prompts that I give you in the program, and I gave you a handful of them just now. So you use that. So as a for instance, an introductory post. That was what day one was, this is, hi my name is... I help blank do blank. I help coaches become paid coaches.

Hi, my name is Amy Latta, I help coaches become paid coaches. I remember what it was like being a brand new coach and being terrified of what to do next. I figured it out and now I teach other coaches how to do the same. Are you ready to become a paid coach? It all starts with a phone call. It doesn't all start with a phone call anymore, by the way. It all starts with a phone call. Schedule your call right here.

We go into how to make your offer more daring, we go into how to make that transition a little bit smoother inside the program too. But do you just see how simple that can be? And just a post right there. This is who I am, this is where I used to be. This is where I am now and I can help you do the same. That's an offer, my friends. That's it, that is an offer. There's a call to action, it all starts with a call.

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I've been dropping offers to you for literally weeks for Free To Paid Coach. That call to action is to go to the website and to sign in, to pay and to get yourself enrolled, right? So the next question that comes up is, well, how do I do an offer? I'm not good on video, Amy. This is where I'm like, I'm not good speaking, I'm not good writing, I'm not good on camera, I'm not good on a podcast. There are so many ways to make an offer.

There's no end to making an offer. You can do it in a written post on Facebook. Well, I don't like to be on Facebook. Okay, then do it on Instagram, then do it on LinkedIn, send it to your email. Maybe you're better in person. I don't know where you are in the world, but virtual and in person networking is back. Go to a networking event in your community, go to the Rotary Club, go to the Chamber of Commerce, go to the Mary Kay party that your neighbor is having, right?

You can make offers over the internet, you can make them over the phone. Most of us aren't using the phone to do this in this day and age, which I am very thankful for. That's the Aries in me too, like I want to give you all of the goods but I do not want to talk to you on the phone. Right? You can make an offer in a Facebook post. You can make an offer in a graphic. You can make an offer in a video. You can make an offer in an audio sound bit.

So how do you do it? I don't know, which way is most comfortable to you? Beware the thinking that you have to do it a certain way. Well, I have to do reels because everybody's doing reels. No you don't. No you do not. Well, I need to do a webinar. No you don't. No you do not. You don't have to do anything. What I want to invite you is what format is most comfortable to you and start there. There's no wrong way.

Start where you're comfortable. And I want to offer this to you, we have now covered what is an offer? What qualifies as an offer? How do you actually say it? And how do you actually do it? If you are still confused at this point, it's not more information that you need, it's coaching. And that's

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why you want to go ahead and get enrolled in Free To Paid Coach. That's at amylatta.com/FTPC. That's where you want to go right now.

Get the coaching that you need so that you aren't confused anymore. Get the coaching that you need to actually deal with what is really happening, which is the fear, and the doubt, the inadequacy, the scared. You have exactly what to say every single day, we're doing it together. Jump right in and join us, start where we are.

The way the 30 days make offer challenge is, is every morning there's just a post in the Facebook group that tells you what's already on the calendar. And then everybody's just been posting underneath that post what their offers have been. And this is why doing it with a community is so much better than going it alone, is that your willingness to just start putting stuff out and then other people can read your offers.

And you can even ask for feedback if you want. Like what do you guys think? Am I doing okay here? You're going to get coaching more than you're going to be told what to say or not to say because the actual words do ultimately need to come from you. But you can look at other people's offers.

What do you like about that offer? What would compel you to follow up on that offer? The most important thing is to just get started. This is the place to be and this is the program that you've been waiting for. Making offers is actually pretty darn simple, but your Helga brain, who's terrified of all of that patriarchal rules and expectations, will make it very complicated. And of course it will. There's nothing wrong with you. You know, there's nothing like, oh, there's something terribly gone wrong here.

No, of course your brain is like, "Oh, this is actually really simple. And if I think it's really simple, well then I have no reason not to make a lot of offers. And if I have no reason to make a lot of offers, that means I'm going

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to have to put myself out there and then I'm going to have to feel all of these really uncomfortable emotions that I've managed to avoid feeling for literally years and even decades." Of course, it's obvious. But don't worry, everything that you need is in Free To Paid Coach. We're waiting for you right now, okay?

All right, so head over right now, amylatta.com/FTPC. If you are listening to this and you're in Free To Paid Coach, make sure you're getting the coaching that you need if you are struggling to make these offers every day. Because with that many people, there aren't that many offers that I'm seeing posted underneath. So I'm speaking to my current clients too, if you're in my masterminds and you are also in Free To Paid Coach, let's see yours.

Now see, in the mastermind, we take the work and we go deeper. We get really specific in how you help them. We go way deeper into how you do it. We start replicating what's working, we learn to eliminate what's not working, we really up-level your brain to think like that six-figure coach. But you're still making offers in the mastermind. You're still making offers because offers is what's going to get you your clients.

So there's no reason to be confused anymore. We've just done an entire podcast episode on what's an offer anyway. Now we know. But the confusion will still be there and that's why I want to make sure you get yourself enrolled in Free To Paid Coach.

It's open all of the time. There is no start and stop. You can enroll at any time, all of the material, all of the teaching, all of the video modules, the workbook, everything is available to you immediately. And we coach on Tuesdays. All right? I'll see you inside. And until next week, let's go get paid coach.

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Coaches, I have created a brand new freebie offer just for you podcast listeners. I created a brand new training called Stop Over-Complicating Confidence. Because I see my coaches do it all the time, make this confidence thing way harder than it has to be.

In this free training you're going to learn exactly how you over-complicate confidence, what's creating that, and how to stop it. Here's the best part, all of it less than an hour. Less than an hour of your time. You will feel more confident in less than an hour. Yeah, friends, this is the best training I've ever done. So visit amylatta.com/podcastgift to get yours. Again, that's amylatta.com/podcastgift. Go now and feel more confident in just an hour.

Thanks so much for listening to *The Confident Coaches Podcast*. I invite you to learn more. Come visit me at amylatta.com and until next week, let's go do epic stuff.