

Ep #74: Why You Need an Offer Suite (and How to Create One)



Full Episode Transcript

With Your Host

Becca Pike

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What's up friends. Welcome to The Hell Yes Entrepreneur. Today we're gonna dive into ways to think about pricing structure and offer structure, and why it's best to have different tiers of pricing, and why different tiers of pricing does not mean different levels of quality. This is episode number 74. I am your host Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go baby.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Holy crap guys. I am coming down off of a high for real. I'm coming down off of a Sprint to Success high. We just finished the masterclass Sprint to Success about three days ago. Today ism I'm recording this on a Monday. We finished it on Friday. Guys, it was so good. It was too good. Okay. If y'all were there, you know. You're listening. You're like yeah, I know. I was there. We had like an experience together. There was a fire that was lit under your all's butt, and the energy inside of that private Facebook group was something actually special. It was actually special.

I knew it after just a day one. My inbox was getting flooded with messages and thank yous and holy crap and oh my gods, and I'm so excited for this class. We had 75 people in there. 75 people in that class. I have never seen a masterclass, out of that 75, with so many participants that were actually fully engaged and reacting and responding and writing in. Like, people were literally getting new clients after the first class. One class. They were going out and doing the work and pulling in new clients after the first class.

We did not hold back you guys. John and I delivered. There were times that I said things that I felt like they needed to be said, but I knew that they were risky. I knew that I was putting out the chance for my audience to hate me because they came across so blunt.

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I knew I was risking the relationship because I knew that they were hard to hear. But I also knew that they needed to be said, and there are so many people in the industry that refuse to say it. That refuse to say the hard thing, the big thing, the controversial thing. The this is why you don't have clients thing. I said it. I was raw. I was unfiltered.

But the things that were said were the most powerful things to hear. I had people DMing me after day to talking about what I said about the medium rare steak analogy and social media. If you were there, you know exactly what I'm talking about. When I was talking about social media, and then I compared it to growing up as a child without meat. Right? People were DMing me and saying oh my god Becca. Mix drop. That thing that you just said about h, you don't want to do social media? You can eat last. There are people doing hashtag you can eat last. Holy crap.

But overall, I want to say thank you guys to everyone who came everyone that spent days DMing me and celebrating the successes they were having from that class. The clients that were signing literally just hours after watching day one, signing new clients. Thank you. Thank you. Thank you. Thank you for coming. Thank you for trusting. Thank you for doing the work. Thank you for sending the link to your friends and saying hey, you gotta be in this class. Thank you for being a part of Hell Yes Coaching. That was so fun. That was the best time.

If you did miss the class, if you missed the live sessions, you can purchase the recordings. So if you're listening to this and you're like I want to know about a medium rare steak and how you didn't have meat in your childhood and how that affects my selling, head over to my website hellyescoachingonline.com. You can also find it at the bio on Instagram @1beccapike. It's called Sprint to Success 2.0.

This is the class you don't want to miss. I am not just saying this guys. I am not just trying to sell you on some random masterclass. This class is worth \$3,000. Okay. I could easily have charged \$3,000 and slept good at night

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because this class was so packed with value. So go get it while we are still selling it.

All right, so let's switch gears a little bit. Let's talk about pricing and offer structure. It is important to have an offer suite. An offer suite is your store. It is your store. When people come to you, they look at your offer suites, they're like what can I buy. Having different offers at different price points so that your client can decide exactly how they want to work with you is also important.

Now before I go deep into this, I want to go on a little sidetrack. I want to throw this out. I'm a huge believer that you should spend all of your energy building and selling one main offer. One main offer for clients to work with you until it has sufficient demand. Okay.

So I often talk about simplicity, simple offer. But this is because I see so many people coming in with like seven offers, and none of them are having any success. Then we simplify it down to one offer. We spend all of our focus on that learning how to sell that offer, learning how to articulate what that offer is, learning all of the ins and outs of that offer until you have sufficient demand. Okay.

All efforts and energy should go to a main offer until you feel really comfortable with it. Like you have learned it, you have learned how to sell it, you have tweaked it over and over. You have found your flow. You have a steady stream of people coming to it. If you do have other offers, it is imperative that the purpose of those offers is to flow into your main offer or to flow out of your main offer. Okay.

You might have things flowing into your main offer. Then once people are in your main offer, you've got offers to flowing them out like a VIP upgrade or a bonus or a secondary class that breaks off of that. Okay. Think about it. Like Three More.

My class Three More, a lot of you guys are in my class Three More. Its purpose is literally to help you gain clients so that you have a lot of

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customers, which is the prerequisite of getting into Thirty More mastermind. So Three More is to help you gain clients. But it's also there to prepare you for Thirty More.

Thirty More is my main offer. Even if I sign a one on one client, which by the way, I have a spot open right now for one on one client. If you want it, claim it. But so even if I sign a one on one client, ultimately I'm trying to prepare them and get them ready to be able to enter the leagues of Thirty More afterward, if that is what they choose, right. So like Three More is flowing into Thirty More. Even one on one coaching is flowing into Thirty More. Okay.

I know I went off on a little side tangent, but I want you to see super clear that the simplification is best for those of you who haven't reached a level of like high demand. If you come into my world, again, you have seven offers, and you haven't made \$100k with them, my first teaching is going to be get rid of almost all your offers and focus on one main one and actually learn how to sell it properly until you can add more offers into it later.

But a day will come where you will learn how to sell your main offer, and it'll be time to add supporting offers that flow through your funnel. That's who I'm talking to today. So you will have a free offer of some sort. Okay. Think about it this way. This is what we want. We want you to have a free offer. Maybe a podcast or a YouTube channel or a lead magnet or a freebie of some sort. If you're a brick and mortar, it might even be that you have like an open house where people can come in and meet and greet you and get freebies. But you'll have a free offer that gets people in the door.

Then you'll have a lower grade offer that is extremely accessible. A middle grade offer and a higher end offer. What you want, like you want each offer to lead into the next offer. For it to be an obvious flow from one to the next. For it to feel like you're walking your audience hand in hand through your teachings.

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So for example, let's talk about it in Hell Yes Coaching because it's an easy way to demonstrate it. We have a free podcast, right? We collect a lot of listeners with our free podcast. It is the most accessible thing when it comes to financial investments. Then we have \$100 masterclass, like Sprint to Success. This is a low grade offer. Then we have Three More, which is \$3,000. This is my middle grade offer. Then we have Thirty More which is a higher grade offer. These are the main ways you can work with me. This is my offer suite, right? Podcast, masterclass, Three More, Thirty More.

If you dig around a little, you will also find that we offer one on one coaching and Zero to Coach. But again, it's more like under the table. It's not presented in my main offer suite. It is not on my link in my bio of my Instagram. It is not on my website.

It's kind of like a back alley drug deal. Like if you hit me up at the right time, and I have space and you're like hey, you do one on one? I'm like yeah girl, get in here. Just come through the back door. You got money, I got the goods, right. That's kind of how I operate my Zero to Coach and my one on one. It's not in my main office suite. That's how I want to keep it.

So for those of you who have an offer suite or are thinking about creating an offer suite, I do hear drama about this. I want to address it. This is the main thing that I see people grapple with, okay. They'll come to me, and they'll say okay, I understand the offer suite, the low, mid, and high end offer.

But like I don't know how to present the quality of a low grade offer. Like I don't want to give away too much. I don't want to give my all to someone who is paying \$11 for a masterclass for my low grade offer, right? Like, if something's cheaper, it should be less quality, and I should save my quality for the good stuff. I should save my really good teachings for the bigger, higher end, expensive stuff. Right?

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There's this drama about quality, based on price points. I'm gonna address what my voice sounds like I just woke up. I just woke up. I woke up, and I had a hankering to do this podcast. Because last night, I stayed up a little late. I don't know if I've told you guys this, but I am so bougie about my sleep. I go to sleep at like nine o'clock every night. I make sure that I haven't eaten or drank anything from like seven on.

But last night I got a wild hair in my ass. My husband and my marriage coach, who we've been working with for a while, flew in. He had to take seven planes to get here because the hurricane was so bad. He traveled so far to get here. He's here for two days working with us in person. We stayed up last night drinking gin at my kitchen table until way too late.

Thankfully, I woke up feeling great this morning because I take these hangover vitamins. By the way, you should totally get them. This isn't even a sponsorship. I get the Anytime You Drink vitamin. They are revolutionary. Okay, revolutionary. Took those last night, woke up this morning, had myself a coffee.

I was like last night when I was sitting at the kitchen table talking to my marriage coach about offer suites. I was like this isn't common knowledge. I need to do a podcast on this. Like, people need to understand more about what an offer suite looks like, especially if they're in the coaching world or the online world so that they can demonstrate quality through every layer of their offer suite. It's not about lowering the quality.

As I was talking to him about it, I was like oh my gosh, this has to be a podcast. So I went to sleep, had drink way too many gins, woke up feeling pretty good, but like immediately wanted to do a podcast about it. So I didn't even put pants on. I just came down to my office. I'm literally in my underwear right now wrapped up in a blanket. My voice sounds like I drank too much gin last night because I did, but I feel great. Because I took my vitamins, and I hydrated really well. Now I'm talking to you guys about offer suites. I love my job. I love my job. Oh man.

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Okay, so let's get back to the point. If you hear my voice, don't be afraid of it. This is what I sound like in the morning apparently. Okay, so there's this drama about quality based on price points, right? So here's what I want to say on that. Quality of service is only one tiny snippet of why something might be priced a certain way. Okay. So like we think cheaper, less quality. But that's not the whole story, and especially not in the online world.

Okay, so like I teach my clients not to less than the quality of their cheaper things. Like, there's multiple reasons why something might be cheaper or more expensive. So if you come into my world, my freebies and my low grade offers are not lacking quality, right? Like we just did Sprint to Success. It was \$22 if you came to it live, and it's only \$111 now if you want the recordings. That is nothing. That is like the lowest grade offer, but it was a massive over deliver, right.

But there are things that my freebies and my low grade offers are lacking. That is things like accessibility to me and my focus on your work. So you come to my podcast, you can't talk back to me. Sometimes I wish you could, but you can't. You can't ask questions. You can't pick my brain. You have no access to me, zero. That's why it's free. It has nothing to do with quality. It has everything to do with accessibility and me focusing on your business. Right?

You come to my \$100 masterclass, you don't have access to me. I'm not going to be coaching you. I'm going to be teaching like a professor, right. At the end, you might get a quick Q&A where you can like write into me in the chat box for a quick question, and I'll answer it the best I can. But there's no back and forth coaching. It's like a little bit more access in the podcast, but nothing like what you would get when you pay for Thirty More, right?

Like in Thirty More, my mastermind, that's where I hang out. That's where I'm myself. That's where I kick back. That's where you get to eat dinner with me at the kickoff parties, and we get to chit chat and shoot the shit. Then we have a private Facebook group and a weekly Zoom call where I just go in there and I go back and forth with my clients talking, chatting, coaching,

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strategizing, helping, right. Then of course with one on one, it's my highest ticket price. It's full access. That's where you get my main focus. That's where I'm going to brainstorm on your business with just you.

So you can see where it's not about quality. My goal is to over deliver to my audience at every single price point. So when you're making your product suite, quality should be dripping all over every single piece of content that you have, every single price point that you have. If anything, your lowest offers you should focus the most on being and over deliver because that's where people trust you and build rapport with you.

Like this podcast has been everything for me when it comes to trust. This is why I'm such a big believer in freebies. Because we have people that are buying into my mastermind and buying my one on one coaching who I have never met, but they feel that they know me super well because they've been listening to me and my content for like a year, which is amazing. It brings me so much happiness. Right?

So let me ask you do you have something free that you're offering consistently? Whether it's a class or an open house or a podcast or a masterclass or a meet and greet where you are over delivering on quality and free teachings and pouring love and nurturing into your audience on a regular basis as a first stepping stone.

Maybe it's your Instagram. For a lot of brick and mortars, I teach them like your freebie should be your Instagram. That is a freebie too. If you treat it like a freebie, if you treat it like it's actually a business and not just your personal diary. Like a freebie in the sense that you're pouring tons of educational content into it and not just pictures of your food, and not just pictures of you and not just pictures of you talking about feeling bad today.

It's not your diary, but you actually treat it like a business account. You pour tons of educational material into it. People will begin following you, and like binging your Instagram like it's a Netflix series.

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From there, from your freebie, whether it's Instagram or podcast or whatever, if people love what you're representing, do you have a stepping stone for them to go to next? Is it obvious where they go? What do they do? Right? Like a low grade price point. So there are going to be people that will want to skip all of your stepping stones and go straight to your highest paid offer. That's cool, right? Love that.

But also, a lot of people will want to step with you to see how you're doing things, to ease themselves into your world, to walk through your trainings and your work slowly. Once they see your lower grade offer, is there an obvious next stepping stone?

Some people will take years to walk across your stepping stone. Some people will fucking Bruce Jenner circa 1976 Olympics long jump through your suite. They're like hey, I just listen to your podcast. I want to purchase one on one coaching with you for the next 18 months. Lock me in, where do I send my money? Right. So what you want is options for both.

Now with all that being said, I want to give you guys a timeline of how long it took me to build an offer suite because I do not want you to listen to this podcast and say oh my god, I have one offer. I need to go build out four more stepping stones right now. Do not do that. Don't do it. They will be thrown together. They will be less quality. Okay. It takes time. Every time you build an offer, I mean, it can take a year, two years to really hone that offer in. Okay.

So here's a quick timeline of how mine looked. I had Three More for a while before I introduced Thirty More, right. Like maybe even a year. It took me that long to get into the swing of things where it felt like it was standing on its own legs before I could even split my focus into creating something else. Right? I had a lot of steady clients coming through Three More before I ever offered Thirty More.

That was back when Three More with only eight week sessions. Like now it's lifetime access, but back in the day, we only did eight week sessions. I

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waited until I was consistently booking out those eight week sessions. Then Thirty More felt like a very natural progression. It felt so easy, and it felt so obvious.

Because inside of Three More, I had this group of like 7 to 10 people that were super like exceeding the work we were doing in Three More. They were just on another level. Everyone else was trying to make \$1,000/\$2,000 bucks a month. I had these core people that were making like \$7,000/\$8,000/\$9,000/\$15,000/\$20,000 a month. They actually asked me for a higher level room. They desired something more challenging. Like it was literally requested, and that was how Thirty More was born. It was an obvious progression. It wasn't forced.

Now, I don't think you need to actually wait for someone to like ask you for an offer. In fact, when people do ask you for an offer, I don't think you need to jump on doing it. It should always be something that you want to do and that stems from your creativity. But when it's time to build out your next offer, it's gonna feel really obvious. Like oh, I need another space. I want another space. My clients want another space. My clients could really succeed if I built this other space that extends off of this offer. Right?

So then once I had Three More and Thirty More, I waited a long time before I started considering building out a proper freebie lead generator. Like before I started learning about masterclasses, webinars. Because I wanted to spend a year tweaking and making mistakes and learning and getting feedback. I wanted to really throw myself into the world of freebies and webinars in a way that felt sufficient that I wasn't just like splitting my focus and trying to build Three More and Thirty More while also trying to build this other thing.

This is why simplification is so key. I waited until Three More and Thirty More were like standing on their own legs, feeling really sufficient, feeling great. Got my mind into a place of like these are super quality over delivers. I can now go learn webinars and masterclasses. It is imperative that you don't split your focus all over the place. Right? You keep your work

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simplified. Then when there's obvious demand, and it feels really good, you're able to go and move forward.

Often I also hear concern of like, how would I ever have time to sell all these different things? I just want to say it's simple, and there's a finesse to it. Just to give you context, like it's kind of like having babies. Okay, so for one, like as you become more experienced, your offers become more streamlined. You have help, or you delegate, right. Like you grow into someone who can hold more energy.

I remember when I used to think oh my god, I can't imagine having a baby. It'd be so hard. Then when I had a baby, I was like oh my god, I can't imagine having a second baby. Like that would be crazy. But then I have a second baby then you just learn how to hold space for that. It's just normal. It's just easy. It's just this is your family. This is what you do.

I can't imagine people that have three babies, right? Then you got three babies, and then you've got four babies if you're crazy like me. You just become the person that can hold space for four babies. Like it's just not a big deal.

When people are like oh my gosh, I can't believe you have four babies. I'm just like yeah, I can't believe it either. It's very normal. I don't know. Like, all of a sudden, you can strap them in the car and take them to the park and come home and make dinner for all of them. Get them all in the bath, get them all to bed on time. You just become the person that can hold space for four babies. You adapt. You begin having a flow, right?

This happens with product suites. You begin having a flow, right. You begin even like compartmentalizing your selling. In October and November, we're selling all focus is on webinar. In December and January, all focus is on mastermind, right? You begin really compartmentalizing or coming into a flow or your team is really helping and delegating you have adapted into becoming a person that can hold space for that. Right.

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So really allowing yourself to evolve into a product suite I think is very important instead of throwing it all together because you listened to a podcast where Becca talked about product suites, and now you feel like you need to have one, right? Years. Years it took me to have a product suite.

So just to recap, and what I wanted you to take away most from today is that your ultimate goal is a product suite that is a stepping stone like situation. It looks different for everyone. Okay, so for like a massage therapy place, a brick and mortar place, it might be a freebie educational video on why you're feeling pain and what's happening inside of your body and what needs to be done to fix that. Right. That freebie goes out to everyone, and it gets them on your emailing list and you're nurturing them.

Then the stepping stone is getting them to come in for a 30 minute session. Just 30 minutes. Just let us assess your body, assess your gait, assess what is happening, teach you things, give you 30 minutes on the table. Then the next stepping stone is getting them to want to come for 60 minutes on a regular basis so that you can continue this maintenance program, and then eventually the higher end offer might be something like a yearlong membership where they have fully committed to you. Okay. I'm just making these up. They can look however you want.

For the online world, it might be something like a freebie video that's super educational or like a podcast to a low ticket webinar that's like 100 bucks to a mid-ticket offer that's like a couple \$1,000 to a high ticket offer with commitment. Right? With all that being said, you aren't lacking quality anywhere. It's all it's all in over deliver. But your freebies and your low ticket offer will often lack other things like accessibility to you, focus from you?

Or if you're in the brick and mortar world, let's say a massage therapist. If they aren't fully committed to you for a year then they are lacking a treatment plan. Right? They are lacking the understanding and the belief that they have a result coming for them after six months of working with you.

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Or maybe there's some sort of incentive that they're lacking. Like maybe when you're a yearlong member, you get first pick each month about what time and dates you want your appointment, so you never have to worry or concern yourself about not getting in because you got first dibs. Incentives are beautiful. Does this make sense? Is this feeling good? Are you guys understanding this? I hope so.

All right, so that is it for me today. I'm going to go get ready for a music festival camping trip. I am going off of the grid you guys. I'm going off the grid for a while with my husband. We're leaving this Thursday, my husband, my four kids, my husband's two brothers. Between the two of them, they have seven kids. A few of my husband's friends. We're gonna have like one, two, three, four, five, six, seven. We're gonna have like eight tents set up village style.

We're going to a bluegrass music festival out in the sticks. It is beautiful October Kentucky weather. The foliage is popping. It's got that smell to it. If you guys know Kentucky, you know what it's like in the fall. It is beautiful. We're gonna be out there for four days. Lots of music, lots of coffee by the campfire. Lots of dancing and frolicking and being dirty and being one with nature guys. I can't fucking wait. I can't wait. I'm going off the grid.

Then I'm gonna come back. Gonna come back even better, come back refreshed. I'm gonna come back with stories. It's gonna be fun. I can't wait to see you guys here next week. I hope you guys have the best week. That is it for me today. I will see you guys soon. Love you guys. Bye.

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

When you share this episode with a friend or leave us a five star review, it is like pouring a little bit of magic into our podcasting bucket. It is what gets

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our work recognized. It's what gives us energy and keeps us going, truly. Not one share nor review goes without recognition from our team. As always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

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