

From Passion to Profit

How to Turn Your Skill, Mission, or Idea Into a Paid Offer

Build an offer people understand, trust, and are willing to pay for.

THE STRATEGY COUNSEL

FUNDABLE • VISIBLE • COMPLIANT





Welcome — Why Passion Needs Structure

You Have Something Valuable

You've built skills, lived experience, a calling, or a mission that genuinely helps people. That's the raw material. But passion alone doesn't create income — structure does.

What We're Building Today

In this session, we're walking through the exact steps to transform what you know, believe, or do into a **clear, packaged, paid offer** — one that your ideal clients can understand, trust, and invest in.

Whether you're a coach, consultant, nonprofit leader, ministry founder, or author — this framework is built for you.

Passion Is Powerful – But Structure Creates Income

Passion draws people in. Structure gives them a reason to pay. Without a clear offer, even the most gifted experts leave money – and impact – on the table.

Passion

Your drive, calling, skill, or lived experience. The fuel behind everything you do.

Structure

A defined problem, audience, deliverable, and price. The container that makes passion sellable.

Profit

Consistent income generated when passion meets a packaged, positioned, priced offer.

 Your passion becomes profitable when people can understand the value.

Why Many Founders Struggle to Monetize

Talent and passion are never the problem. The gap between impact and income is almost always structural — and fixable.

→ **They're selling a skill, not a solution**

"I do social media" doesn't sell. "I help coaches get 10 qualified leads per month from Instagram" does.

→ **They don't know who they're talking to**

A generic audience produces generic messaging — and generic messaging produces silence.

→ **They haven't defined the transformation**

Clients don't buy services — they buy results. If you can't articulate the outcome, they can't justify the price.

→ **They have no offer — just availability**

"I'm available to help" is not an offer. A packaged, priced, named deliverable is.



Idea vs. Service vs. Program vs. Offer

Most founders stop at "idea" or "service" — but clients buy **offers**. Understanding the difference is the first step to getting paid consistently.

1

Idea

"I want to help people with their finances." Broad, undefined, and impossible to sell.

2

Service

"I provide financial consulting." Better — but still vague on who, what outcome, and for how much.

3

Program

"A 6-week financial literacy course." Has structure, but lacks a specific problem-solution frame and audience.

4

Offer

"I help single mothers eliminate \$10K in debt in 90 days through my 1:1 financial coaching program." This is what sells.

Step 1: Identify the Problem You Solve

Start With the Pain, Not the Solution

Every profitable offer begins with a clearly defined problem. Not the problem you *think* people have — the one they're actively searching for a solution to, losing sleep over, and willing to invest to fix.

Ask Yourself:

- What pain, frustration, or challenge do your clients describe in their own words?
- What happens if this problem goes unsolved?
- Is this problem urgent enough that they'd pay to fix it today?

Strong Problem Statements

- ✓ "My clients can't get funding because their business isn't structured properly."
- ✓ "My audience is burning out because they have no systems."
- ✓ "My community can't afford legal services even when lives depend on it."

Weak: "People need help with their business."

Step 2: Identify the Person You Serve

The riches are in the niches. Specificity in your audience makes your messaging resonate — and makes your offer feel like it was built exactly for them.



Demographics

Who are they by role, industry, life stage, or identity? (e.g., first-generation founders, nonprofit EDs, ministry leaders planting a church)



Situational Context

Where are they right now? What have they already tried? What is the cost of staying stuck?



Psychographics

What do they believe, fear, want, or value? What words do they use to describe their frustration?



Desired Future State

Where do they want to go? What does success look, feel, and mean to them?

Step 3: Define the Transformation

Clients don't buy your time, your process, or your credentials. They buy the transformation — the measurable shift from where they are to where they want to be.

FROM (Current State)

Overwhelmed. Underearning.
Unstructured. Invisible.
Underfunded. Stuck in the same
cycle with no clear path forward.

→ YOUR OFFER →

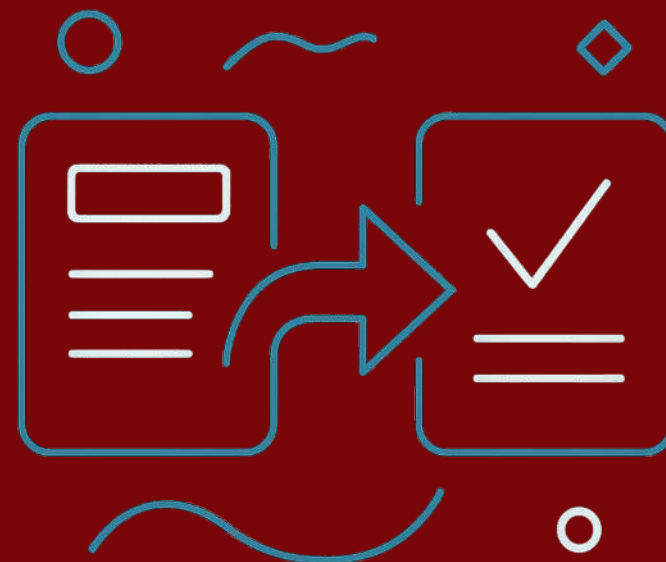
The bridge: your expertise,
methodology, deliverables, and
support that creates the shift.

TO (Desired State)

Confident. Cash-flowing. Compliant. Visible in the right rooms. Funded.
Operating with clarity and purpose.



Offer Formula: "I help [WHO] go from [FROM] to [TO] through [YOUR METHOD]."



Step 4: Package the Offer

Packaging transforms your expertise into a structured experience that clients can visualize, value, and purchase. The format you choose should match the transformation you deliver.

1:1 Coaching or Consulting

High-touch, personalized support. Best for complex, high-stakes transformations. Premium pricing.

Group Program or Cohort

Structured curriculum for a defined group. Scalable revenue with community built in.

Done-For-You Service

You execute the work on their behalf. Clear scope, timeline, and deliverables required.

Workshop or Intensive

Compact, high-value experience. One day to one week. Great for quick wins and lead generation.

Digital Product or Course

Evergreen, scalable, passive. Best paired with a community or live component for higher conversion.

Step 5: Price the Offer

Pricing is a positioning decision as much as a math decision. Price too low and you attract the wrong clients. Price with confidence and you attract people ready to invest.

Pricing Frameworks

- **Value-Based:** Price based on the outcome delivered, not hours spent. A client gaining \$50K in funding can justify a \$5K offer.
- **Market-Based:** Research what comparable offers in your niche command.
- **Cost-Plus:** Calculate your costs + desired margin. Use as a floor, not a ceiling.

Offer Tiers to Consider

Entry: \$97–\$497 — Workshop, template, or mini-course

Core: \$500–\$2,500 — Group program or intensive

Premium: \$3,000–\$10,000+ — 1:1 consulting or done-for-you

Retainer: \$1,000–\$5,000/month — Ongoing advisory or support

Step 6: Name the Offer

A great offer name does three things at once: it signals the outcome, attracts the right person, and makes your offer memorable. Clever is forgettable. Clear is profitable.

Formula: [Result] + [For Whom] + [Method or Timeframe]

Example: **"The 90-Day Offer Builder Intensive for Coaches Ready to Get Paid"**

Branded Name + Descriptor

Example: **"The Fundable Founder Series: Business Structure & Compliance Bootcamp"**

Problem-Outcome Name

Example: **"From Invisible to In-Demand: A 6-Week Visibility & Positioning Program"**

Avoid These Name Traps

❌ Generic names like "Business Coaching Package" or "Consulting Services" — they communicate nothing and attract no one.

Step 7: Create Simple, Clear Deliverables

Deliverables are the proof of your offer. They tell clients exactly what they'll receive, reducing purchase hesitation and setting professional expectations.

What Clients Want to See

- How many sessions, calls, or touchpoints are included?
- What tools, templates, or resources will they receive?
- What is the timeline and duration?
- What access do they have (email, Slack, portal)?
- What does "done" look like at the end?

Sample Deliverable Stack

- ✓ 6 weekly 60-minute 1:1 strategy sessions
- ✓ Custom Business Structure Audit
- ✓ Offer Builder Worksheet + Pricing Planner
- ✓ Email support between sessions
- ✓ Private client portal access
- ✓ 30-day post-program check-in call

This stack justifies a \$2,500–\$5,000 investment with complete clarity.

Step 8: Build a Clear Call to Action

Even the most powerful offer falls flat without a clear next step. Your CTA must tell the prospect exactly what to do, why to do it now, and what happens when they do.

01

One CTA Per Offer

Don't give people five options. Choose one primary action: book a call, complete a form, purchase a package, or join a waitlist.

03

Tell Them What Happens Next

"Click to book your free 30-minute Offer Strategy Session. You'll receive a confirmation email and a brief intake form to complete before we meet."

02

Create Urgency Without Manipulation

Use genuine scarcity — limited spots, enrollment windows, or bonuses that expire — to motivate timely decisions.

04

Remove Risk With a Guarantee

A satisfaction guarantee, results guarantee, or free discovery call reduces the fear of making the wrong decision.

Offer Examples: Real-World Applications

See how the offer-building framework comes to life across different founder types. Every example follows the same structure: problem, person, transformation, package, price.



Consultant

"The Business Compliance Accelerator"

— I help small business owners get legally structured and funding-ready in 60 days. \$3,500 flat fee. Includes entity setup review, EIN, operating agreement, and funder-ready documentation.



Coach

"The Clarity to Cash 90-Day Program"

— I help burned-out professionals turn their expertise into a \$5K/month coaching practice. \$2,500 for 12 sessions + templates + ongoing Slack support.



Nonprofit Leader

"The Grant-Ready Organization Sprint"

— I help nonprofits get compliant, documented, and positioned to receive their first \$25K grant. \$1,800 for a 6-week intensive with a team of up to 5.



Author & Ministry Leader

"From Message to Movement" — I help faith-based leaders package their teaching into a book, course, or speaking offer. \$1,200 for a 4-week publishing and positioning workshop.

Common Offer Mistakes to Avoid

Most monetization problems aren't about effort or expertise — they're about offer construction. These are the patterns we see most often, and how to fix them.

✗ Too Broad

"I help everyone" means you help no one. Narrow your audience and your messaging instantly sharpens.

✗ No Clear Outcome

Listing what you *do* instead of what clients *get*. Sell results, not activities.

✗ Underpriced

Charging \$97 for a \$2,500 transformation signals low confidence and attracts misaligned clients.

✗ No Package

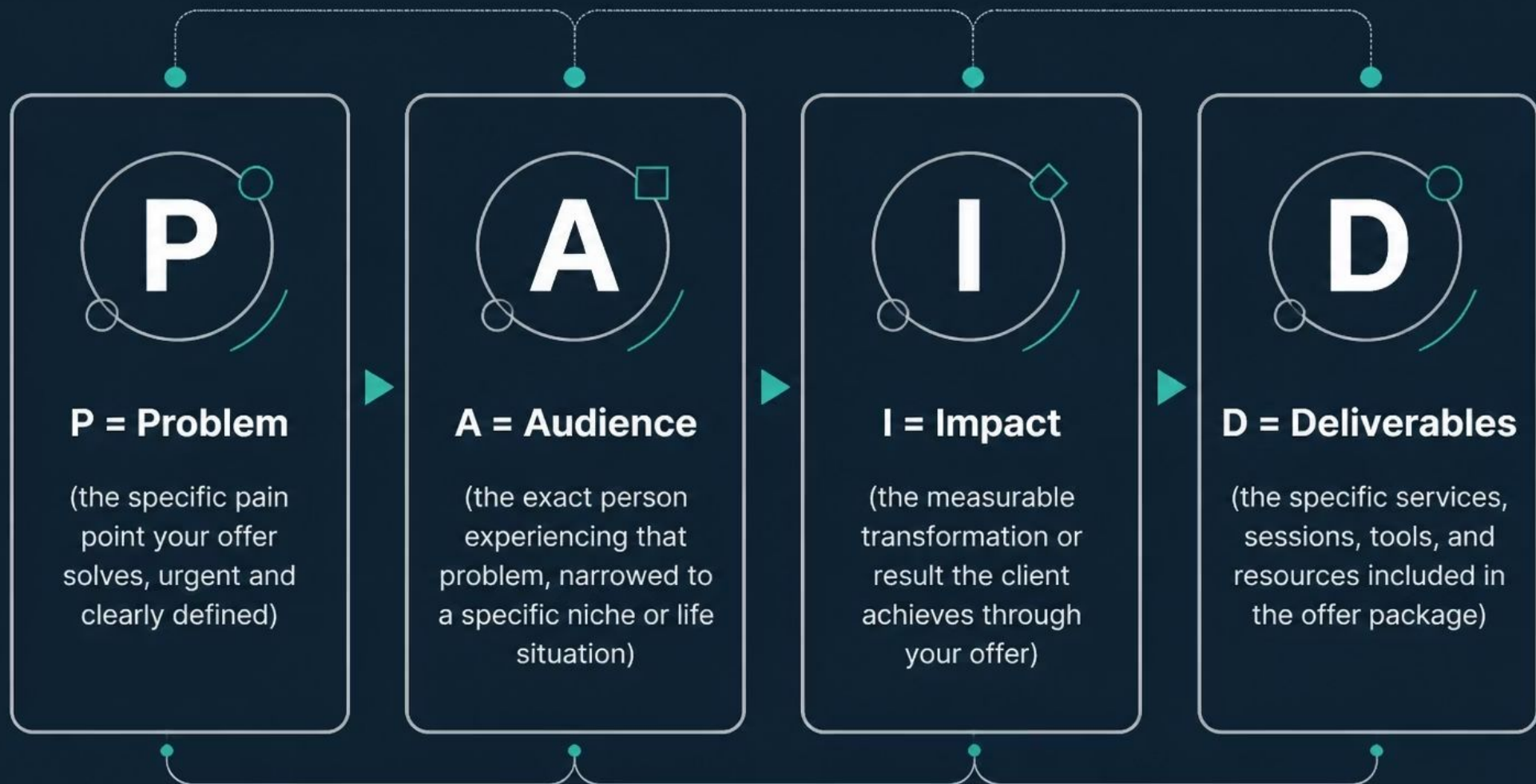
Selling "my time" by the hour creates a ceiling on income and no perceived structure or value.

✗ No CTA

Sharing your offer with no next step leaves interested people with nowhere to go and no reason to move now.

The P.A.I.D. Offer Framework

Every profitable offer — regardless of industry, audience, or price point — is built on four non-negotiable pillars. This is The Strategy Counsel's core offer-building methodology.



- When all four P.A.I.D. pillars are in place, your offer sells itself — because clients can see themselves in it and believe in the outcome.

Offer Builder Worksheet – Walkthrough

Let's put the framework into action. Use this structure to draft your offer in real time. Fill in each field as we walk through it together.

1

The Problem

Write one sentence describing the specific, urgent problem your ideal client faces right now.

2

The Person

Describe your ideal client in one sentence – their role, situation, and what they've already tried.

3

The Transformation

Complete this: "My client will go from _____ to _____ in _____ weeks/months."

4

The Package

List your 5–7 core deliverables. What does the client receive from start to finish?

5

The Price & Name

Name your offer using the result + audience formula. Set your investment level based on value delivered.

Download Included: Offer Builder Worksheet

What's Inside Your Free Worksheet

This done-with-you template walks you through every step of building your first — or next — profitable offer. Designed specifically for founders, coaches, consultants, and mission-driven leaders.

- P.A.I.D. Framework fill-in sections
- Offer naming formula with examples
- Deliverable stack builder
- Transformation statement template
- CTA script and next-step planner

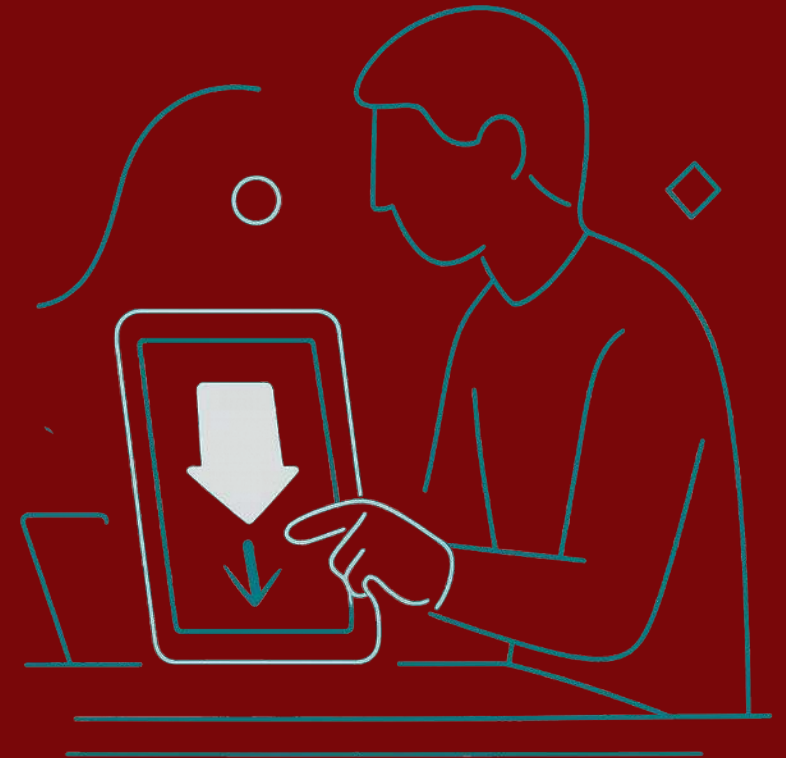
How to Access It

 **Available for immediate download** at the link shared in the chat.

 Or visit:
TheStrategyCounsel.com/resources

 Can't access it now? Email
hello@thestrategycounsel.com and we'll send it directly.

No opt-in required — this is our gift to you for showing up today.



Download Included: Pricing & Package Planner

Knowing what to charge is one of the most common sticking points for founders. This planner removes the guesswork and gives you a clear, confidence-building pricing structure.



Offer Tier Builder

Map out your entry, core, and premium offer tiers with pricing anchors and value ladders included.



Value-Based Pricing Calculator

Quantify the outcome you deliver and reverse-engineer a price your clients can justify and your business can sustain.



Package Comparison Template

Build a side-by-side comparison of your packages — ready to post on your website or send in a proposal.



Revenue Goal Tracker

Work backward from your monthly income goal to know exactly how many clients you need at each price point.



Download at **TheStrategyCounsel.com/resources** — same link as the Offer Builder Worksheet.

Your Next Step: Let's Build This Together

Book an Offer Strategy Session

In a focused 60-minute session, we'll take your idea, skill, or mission and map it into a complete P.A.I.D. offer — with a name, price, deliverables, and a CTA you can launch within 30 days.

Investment: Complimentary for webinar attendees.

 Book at: TheStrategyCounsel.com/strategy-session

Join The Fundable Founder Series

Our flagship program for founders ready to get **Fundable, Visible, and Compliant**. Covers offer building, business structure, grant readiness, and visibility strategy — all in one cohort.

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Your passion becomes profitable when people can understand the value. You've done the work. Now let's make sure the world can see — and pay for — what you bring.

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