

The Advisory Service Program

Write an intro describing the core idea behind your service and who it is ideally suited for. Get people's attention or they will go away—focus on the benefits.

Go into more detail about the value proposition of this service so people really understand why it's right for them. Use your customer research and real custom sales conversations to inform this section. Survey your current and past clients to get to the root of their challenges as they hired you.

Break out the ideas they need to have to show them they're on the right page for their specific situation.

Does any of this sound familiar?

- A specific bullet describing their situation—and the pain it causes.
- Try to assemble this copy from sales conversations and customer research
- Try not to make up too much copy from the top of your head—it won't resonate
- Show people you truly understand and can empathize with their situation

What if you could...

- A specific bullet describing their better future—with emotional language included
- Try to assemble this copy from sales conversations and customer research
- Try not to make up too much copy from the top of your head—it won't resonate
- Often, these bullets are the flip side of the first set of bullets (the better future)

Who this is for

- If needed, describe who this service is ideally suited for
- You want people feeling like it was designed specifically for them
- You want poor-fit clients to be turned away at this point—for your sake and theirs

What you get

- Spell out exactly what features they get
- Try to tie each feature to a benefit if you can
- If they get access to any other materials, list it here
- Get specific on the who/what/where/when
- List any deliverables if there are any

What isn't included

- This is where you get clear on what's not included so there's no confusion
- Many people haven't hired a consultant before, this is your chance to educate them about what's not within the scope of your service

How it works

- This is where you explain how things will work once they hire you
- You can describe your methodology as well/instead, but don't bore people
- The goal is to help them visualize what it's like working with you when they sign up
- Do NOT get into tons of detail about your methodology—people don't care too much as long as they get a result

Pricing

Add a paragraph about how much the engagement costs, when payment is due, and if you can, reiterate the standard business case for this service/price.

Guarantee

Add a money-back guarantee after the first X calls, weeks, months, etc. Explain when refunds are no longer offered (ie after the initial period). I put this right next to pricing to quickly reduce client risk perception.

Testimonials

“Add testimonials from people who have taken this service before. You can add these anywhere on the page, often in multiple places. Use real names, faces, company names when possible (with permission).”

The fine print

- If needed, go into detail about nuances and limitations to the engagement
- Include ways to manage expectations and etiquette in working with you
- Describe emergencies vs. high priorities—and how to contact you for both
- Anything else that resembles legal print (don't use legal jargon here)

FAQs

Why are FAQs valuable?

FAQs are a great way to overcome objections and answer common questions people have. They might replace some of the copy elsewhere and are an easy way to add detail without overwhelming the reader.

Explore working together

Interested in working together? Fill out the form below and I'll be in touch within 48 hours to set up a time to talk.