

A love letter to your offering

Accompanying worksheet to Less Scary Sales – A transferal of Enthusiasm

In the video, we explored why sales can feel uncomfortable, and how it becomes much easier when you shift your perspective. Sales is not about scripts or pressure. It is about a genuine transfer of enthusiasm.

We also covered that the first sale is always to yourself. If you are not fully clear on the value of what you offer, it is much harder for others to see it.

This worksheet is your chance to reconnect with your offering and build that clarity and belief.

1. Your Offering

Start by getting clear on what you are offering.

What is your product, service, or solution?

Who is it for?

2. Why Do You Love It?

This is where your enthusiasm comes from.

Why do you love what you offer?

What excites you about it?

Why did you create it in the first place?

3. Why Does It Matter?

Now shift your focus to the value it creates.

What problem does it solve?

What changes for someone when they experience your offering?

How does it make their life or work easier, better, or more enjoyable?

4. The Transformation

Think about the journey you are helping people go on.

Before working with you, what is it like?

After working with you, what is different?

What do they have, feel, or experience now?

5. Say It Like You Mean It

Now bring this together in a natural, human way.

If you were explaining your offering to a friend, what would you say?

What would you want them to feel or understand?

6. Take It Into the Real World

Before you finish:

Where could you share this this week? (A conversation, a post, a message, a sales call)

Closing Thought

Sales does not have to feel forced or uncomfortable. When you are clear on why your work matters, and you genuinely believe in it, that enthusiasm naturally comes through. Focus on sharing what you know to be true. That is what connects, builds trust, and helps the right people say yes.

