



# Heart Centered Copywriting



*Writing sales pages  
for your offers with  
love and effectiveness.*

## Class Four

Elements: Deliverables,  
Price, Summary

## *Element 9:*

# Deliverables

**Name:** Deliverables

### **What it is:**

These are the logistical elements of how your offer is actually delivered. Video? PDFs? Live group calls? Individual sessions by Zoom? In person? Private online group chat? These are all elements of how they will interact with your offer.

### **Why it's Important:**

In a very real sense, this is what they are purchasing. They will want to know "what's included in the box" so-to-speak.

### **The Spiritual Work It's Doing:**

The Deliverables are the sacred container for your work. And the descriptions of that container are what helps a transformational or otherwise hard-to-describe offer become concrete. It's what roots it into the earth, and makes it real.

The client can then have an easier time entering the offer before buying it. They will be able to imagine what it will be like.

## **Deliverables**

### **How You Create It:**

Identify every single Deliverable; live sessions, downloadable materials, other channels of communication. Every single one gets its own description, usually at least a paragraph, sometimes a few, depending.

The key here is not to just give them a bullet list of what's included, but to help them understand what their experience will be of each element.

Live calls? What happens, are they interactive or just lecture?

Describe in detail:

- (1) What each deliverable is
- (2) Why it's included, meaning how it helps support the intentions and outcomes you want for them
- (3) What the experience of it will be like for the participant.

### **Where it goes and why:**

The Deliverables element is presented right after the What Will Be Covered element, because it makes that previous element concrete.

You've presented what will be covered, and now you're telling them how you'll be covering it all, what each step of the path actually looks like.

# Deliverables

### What to Watch For:

Avoid being too brief, and treating your Deliverables like an item on a menu, instead of a sacred container for the work.

Watch out for being too technical. Don't describe how to actually use the Deliverables. After they purchase you can give them the how-to's, but here you just want them to get the experience of each element and its importance.

Finally, watch out for being dismissive of the power of each Deliverable. If you truly think an element isn't powerful, don't include it. Otherwise, lean in and embrace in your heart why each element is powerful and useful for the client, and describe it truthfully in that way.

### If You Don't Want To Use It:

Because this is how the program is actually delivered, you'll want to include this at some level. For many simple offers, there aren't that many Deliverables. Maybe there's just individual sessions and email contact, then that's all you have to describe.

## Element 9

# Deliverables

### Example:

*(This is from Mark's small group coaching page)*

## What's involved?

### Two 90 minutes live calls each month.

Facilitated, with plenty of air time for each person.

We'll be meeting two days each month, for 90 minutes each time. Tuesdays (and there may be space in my Thursday group), noon-1:30 pm eastern. The dates are set well in advance, so you can plan for them.

Each call starts with a spiritual teaching and inner connection that is relevant to the dynamics happening for members of the group. Then we shift into direct coaching/focus time for at least half the group. Each member is guaranteed at least one "focus-time" each month.

I have a skill gained from 25 years of doing this work of taking a personal challenge that a group member is facing, and highlighting the dynamic or pattern, and the principle behind what will help, so that coaching is relevant to the entire group.

### Dates for Sep'25 through Feb'26

Tuesdays, noon to 1:30pm eastern

Sept 9 & 23 | Oct 7 & 21 | Nov 4 & 18 | Dec 2 & Dec 16

(Winter break Friday Dec 19 until Monday, Jan. 5)

Jan 13 & 27 | Feb 10 & 24

### A private, non-social media, online group

Only for group members, this is a place to support each other, test out what you're working on, and to help me keep a pulse on what's happening with you so the live calls can be as powerful and focused as possible.

It's also where I will give feedback and coaching between calls, so you're not just dependent on the live calls to get the support you need.

### The Heart of Business Learning Community

As a member of my small group coaching, you'll also be added as a member of our Learning Community, which comes with a LOT of resources to support you. Dozens of learning modules, in-depth spiritual nourishment, and additional coaching and support calls in the community, including a virtual retreat every other month.

Note: If you're already a member, your monthly membership payment will apply as a credit toward the cost of this group.

### A Truly Small Group

The group will have no more than five people, so that everyone gets air time and personal focus, and no one gets lost in the crowd. It's big enough to have real group energy, but small enough to be intimate and connected.

## Your commitment:

Anyone who joins the group must commit to the full six months. This removes any sense of a revolving door, and allows our group to feel like sacred space. Some members feel complete at that point, and others may want other support as it ends.

## Element 10:

# Price

**Name:** Price

### What it is:

This is where you place the price on the page. If there is any flexibility or range in the pricing, this is where you describe it.

### Why it's Important:

I am a strong advocate for publishing the price on the page, for several reasons. One is that it simply treats our clients as the adults they are. They know it costs money, they naturally want to know the price. Let's give it to them.

Secondly, it helps to avoid shame. If a price is genuinely outside of someone's ability or budget, a terrible time to find that out is in the middle of a conversation where they are getting inspired by what you offer. Then, for them to have to admit out loud that they can't afford it might be an uncomfortable situation for them.

Yet, if they know the price, even if it is a reach, maybe they can figure it out. Now they can gather their financial resources before they take up your time, and theirs, discussing it.

Finally, not listing the price is one of the hallmarks of manipulative selling. To get someone on a call, hype them up with pressured language, and then push them on the price... so many terrible sales have happened that way.

## Element 10

# Price

### The Spiritual Work It's Doing:

The price represents the moment of decision. When the price is paid, the relationship changes.

Naming the price makes the decision real in a different way. Even though price is not usually the top consideration for someone saying Yes or No, it does hold this energetic moment of the decision.

We want it to be simple, clear, and holding the space of decision-making with that simplicity and clarity.

### How You Create It:

In many situations, you just list the price, simply. "Cost: \$XXX, payable in one or three payments." or whatever the terms are. If there is a flexible pricing offer, like our Pay from the Heart approach or another system, this is where the description of how to engage in that flexibility goes.

If your offer is customized, and there isn't a set price for it, I encourage folks to offer some examples. "The pricing on this is according to the project. At the low end, a project will look like X and cost in the range of X, all the way up to an extensive project that looks like Y and will cost in the range of Y." Or something similar.

## Element 10

# Price

### Where it goes and why:

The Price goes directly after the Deliverables, because that's the next question they'll be asking. How much is this going to cost?

Note: Because people often want to know the price earlier, you can create a button on a sales page near the top, "Click here to jump to the price." And then, where the price listed, have a button, "Click here to jump back to the top."

This is an easy way to show someone the price without interrupting the flow of the page.

### What to Watch For:

I encourage you to avoid any note of apology or justification for your price. For instance, phrases like, "I have to charge this much because of the costs associated with it."

It's much stronger to just stand in the price, present it as what it is.

Be kind with yourself. Pricing remains one of the more painful and common struggles for business owners. We offer a heart-centered resonant pricing exercise that can help you arrive at a price you can stand in.

### If You Don't Want To Use It:

I continue to advocate strongly for you to publish the price on the page.

## Element 10

### Price

#### Example:

*(This is from my individual services page)*

#### The Cost

I want to talk to you and find out more about your business and what's possible. I'm open to finding a heart-centered price that feels good to both of us. The range runs from \$7200 up to \$12000 total for six months, which can be paid in one payment, or split up into six monthly payments (\$1150-\$2000/month).

We accept Visa/MC/Amex/PayPal. This assumes that I will be working one-on-one with one person: the business owner or primary decision-maker. For partnerships or organizations where more than one person needs support, let's talk and find out what structure is needed.

## *Element 11:*

# Summary

**Name:** Summary

### **What it is:**

The offer Summary is a list, often in the form of a grid, that summarizes what's included in the offer.

### **Why it's Important:**

Because offers that require a sales page are complex and often include a lot, more than perhaps someone can remember, it's helpful to have a summary of the offer in the form of a list so they don't have to scroll up and down trying to remember what's included.

### **The Spiritual Work It's Doing:**

This is a form of caring for the potential client, so they can rest into the fullness of the offer in a more concise format. The summary will help recall the details of each piece of the offer.

### **How You Create It:**

It's very often a simple list of the deliverables, sometimes contained in a grid or table. If it's a course, for instance, you can list the dates and times of each class in a compact format.

Design can make this look good, sometimes using an image along side the name of each deliverable. Sometimes a checkmark next to each item to emphasize that it's included.

# Summary

### Where it goes and why:

It goes immediately after the Price.

Because the mention of the Price brings the decision into focus, you'll want a summary of the offer right there with the price, so there's no distraction for the potential client of trying to remember what's included.

### What to Watch For:

Avoid giving into too much of a description with the Deliverables. A short summary here is good, you can trust that they'll remember what they read earlier on the page.

You'll want to make the design clean, bold and easy to read.

### If You Don't Want To Use It:

When an offer is very simple, perhaps just individual sessions and email contact, you may not need a summary. If there are specific dates involved, or more than just a couple of elements, it's immensely helpful to include a summary.

## Element 11

# Summary

### Example:

(From the Leading Groups sales page:)

#### When you register, here's what you get:

1

#### The Program Itself.

Four teachings delivered by a combination of written, audio and video.



2

#### Four Live Deepening and Coaching calls with Mark.

Four teachings delivered by a combination of written, audio and video.

Dates: July 29, August 5, 12, & 19. Tuesdays, 2:30pm-3:30pm eastern.

Plus the recordings of each call.



3

#### Check-ins before every class.

Giving you the support to reflect on and integrate what you've learned.



4

#### Questions collected from check-ins.

With detailed written answers to as many as possible, distributed to every participant (with any personal or identifying details removed from the question).

