

CATALYST CIRCLE.au

Catalyst Circle Offer Creation Resource Guide

(Psychologist / Mindset Coach Edition)



Designing Your \$100 Offer

This guide is written as a recommendation for you as a Catalyst Pro member.

It is not about “selling harder.”

It is about designing your \$100 offer strategically so it:

- Reduces your cost of acquiring leads
 - Builds credibility inside the Circle
 - Generates warm conversations
 - Ethically moves the right people up your value ladder
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First: Understand the Real Purpose of the \$100 Offer

The \$100 Catalyst Offer is **not designed to be profitable on its own.**

It is designed to:

1 Create Awareness When You Pitch

When you present your Give & Get:

- You position yourself as the expert
- You educate the room
- You normalise the problem you solve
- You build credibility without selling

That awareness compounds monthly.

2 Generate Warm Leads

When a member takes up your \$100 offer:

- They have already heard you
- They already trust you
- They have opted in
- They are predisposed to value your support

This is very different from cold marketing.

It is a **credibility-based lead magnet** inside a trusted ecosystem.



Shift Your Thinking: The \$100 Is a Filter, Not a Product

Your goal is not to “sell sessions.”

Your goal is to:

- Attract the right client
- Filter out the wrong client
- Demonstrate your capability
- Create clarity on whether deeper work makes sense

If designed well, your \$100 offer becomes:

A structured experience that naturally reveals whether further support is appropriate.

No pushing.

No pressure.

No awkward upsell.



How to Ethically Maximise the Opportunity to Upsell

The key is this:

You do not “ask for the upsell.”

You design the experience so that:

- The value is obvious
- The gap becomes visible
- The next step feels logical

If your \$100 session:

- Provides clarity
- Demonstrates insight
- Shows patterns they didn't see
- Gives them a tangible shift

Then deeper support becomes self-evident.

You simply make it available.

Example transition:

“Based on what we’ve uncovered, you can apply the tools we discussed and see how you go.

If you’d like structured support to work through this properly, I run a 6-week program focused specifically on this area.

Either path is completely fine.”

No urgency.

No scarcity.

No pressure.

Trust builds long-term sustainability.

Understanding Lead Magnets in Professional Services

In coaching and psychology, a lead magnet is not a PDF.

It is:

- A diagnostic experience
- A clarity session
- A structured insight conversation

The purpose is to:

- Reduce resistance
- Reduce perceived risk
- Demonstrate competence
- Create informed consent for further work

Inside Catalyst Circle, your lead magnet is enhanced because:

- You are endorsed by proximity
- You are seen monthly
- You are not competing in ads
- You are building trust face-to-face

This is one of the lowest-cost lead generation systems available to you — if you treat it strategically.



Know Exactly Who You Want

Before designing your \$100 offer, answer:

- Who is my ideal client?
- What stage of business are they in?
- What emotional patterns do they struggle with?
- What psychological profile do I enjoy working with?
- Who drains my energy?

Be specific.

Examples:

- Founders under revenue pressure
- Leaders experiencing decision fatigue
- High performers plateauing
- Business owners approaching burnout

The clearer you are, the more effective your offer becomes.



Build in a Filtering Mechanism

Not everyone is your client.

Your \$100 process should include:

- A pre-session questionnaire
- Clear scope boundaries
- A statement of what you do not treat
- Referral pathways where appropriate

This protects:

- You
- The client
- The Catalyst community

It also elevates your professionalism.



Design the \$100 Experience Properly

Your \$100 session should:

1. Diagnose
2. Educate
3. Provide one meaningful shift
4. Show what deeper work could address

It should not:

- Solve everything
- Overdeliver to the point of burnout
- Replace structured programs

It is a doorway, not the destination.



Building Credibility That Converts

Inside Catalyst, credibility converts more than persuasion.

You build credibility through:

- Clear, confident positioning
- Structured session delivery
- Professional summaries
- Calm, ethical language
- Strong boundaries

When members feel:

- Safe
- Understood
- Not pressured

They refer.

Referrals are where your real growth comes from.



The Profitability Equation

The \$100 offer reduces your cost per lead because:

- You are not paying for ads
- You are not chasing cold prospects
- You are converting from a warm room

If:

- 10 members take your \$100 offer
- 3 move into a \$1,000 program
- 1 moves into \$2,000+ coaching

You've generated meaningful revenue from trust-based marketing.

Without aggressive selling.



How to Set Up a Simple Funnel

Stage 1 – Pitch & Awareness

Monthly Give & Get → Educate → Invite

Stage 2 – \$100 Session

Deliver clarity → Provide summary → Offer structured next step

Stage 3 – Short Program

Defined start & end → Clear objective → Measurable shift

Stage 4 – Ongoing Performance Support (Optional)

Selective, invitation-based

Each level filters for seriousness and fit.



Expanded Strategy: Maximising Catalyst Visibility & Funnel Design

◆ Enhancing Stage 1 – Pitch & Awareness

Stage 1 is not just your 5 minute pitch or your 60-second Introduction.

It is your awareness engine.

Pitch / Give & Get → Educate → Invite → Amplify Through Catalyst Assets

Use the entire Catalyst ecosystem to increase exposure for your lead magnet:

- Give & Get introductions
- Member offers in the Catalyst Vault
- Feature articles (eCatalyst / magazine)
- Event sponsorship moments
- Panel discussions
- Discovery sessions
- QR cards linked directly to your \$100 offer
- Catalyst credits to encourage trial

The goal:

Use every visibility opportunity inside Catalyst to direct members toward your low-entry gateway offer.

Not your premium program.
Not your highest tier.

Your **lead magnet / \$100 entry offer**.

The more people entering the top of your funnel, the more predictable your growth becomes.

Understanding the Professional Services Sales Funnel

A funnel is not manipulation.
It is structured progression.

1 Create Awareness

This happens through:

- Monthly pitching
- Repeated visibility
- Educational content
- Vault exposure
- Event participation

Awareness answers:

“Do I know who you are and what you do?”

2 Capture With a Lead Magnet

Your \$100 offer is the conversion point.

Its purpose:

- Reduce friction
- Reduce risk
- Convert interest into action
- Move from audience → conversation

This stage answers:

“Am I willing to engage further?”

3 Nurture Strategically

After someone:

- Hears you speak
- Takes your \$100 offer
- Engages with your content

You nurture.

Nurture may include:

- Follow-up email
- Session summary
- Educational touchpoints
- Insight emails
- Invitations to relevant programs

Nurture is not chasing.

It is staying relevant and helpful.

4 Incremental Step Conversions

Design your value ladder in stages:

- \$100 Entry Session
- 6-Week Structured Program
- 3-Month Coaching

- Ongoing Advisory

Each step:

- Increases trust
- Increases commitment
- Increases depth of work
- Increases revenue

This removes pressure.

It creates consent-based growth.

Final Catalyst Reminder

Your long-term growth inside Catalyst Circle will come from:

- Consistency
- Professionalism
- Ethical positioning
- Word-of-mouth referrals
- Repeat visibility

Visibility without a funnel is noise.

A funnel without visibility is invisible.

Catalyst gives you both — if you use it strategically.

If you'd like help applying any of this to your business, feel free to book a call with **Lee Lim**.

Always grateful,

Ly (Lee) Lim

Schedule a date and time that is suitable for you here:

<https://catalystcircle.com.au/discovery-call/>

Below are **\$500-value offers reframed as a \$100 Catalyst-only opportunity**, designed specifically for a **psychologist / mindset coach** audience and aligned with Catalyst Circle trust standards.

Strategy Lens (why these work)

These offers are compelling because they:

- Reduce risk for first-time clients
 - Are **outcome-focused**, not “sessions for sale”
 - Can be delivered **once or in small groups** (build once, leverage many)
 - Naturally lead into ongoing support *without pressure*
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Option 1: Business Owner Burnout Reset

\$500 Value → Catalyst Offer: \$100

What it is

A structured **90-minute private session** focused on:

- Mental load
- Decision fatigue
- Emotional overwhelm
- Leadership pressure

Includes:

- Pre-session clarity questionnaire
- Live session with psychologist
- Personalised **Burnout Risk Map** (PDF summary)
- 7-day mental reset plan

Why it works

- Business owners feel burnout but don't label it as “psychology”
- Feels clinical, professional, and safe
- Clear outcome without long-term commitment

Positioning line

“This is not therapy — it's a reset for business owners carrying too much.”

Option 2: The High-Performer Blind Spot Audit

\$600 Value → Catalyst Offer: \$100

What it is

A **60-minute diagnostic session** identifying:

- Hidden mindset patterns limiting growth
- Stress responses under pressure
- Behavioural loops impacting leadership or revenue

Includes:

- Psychologist-led assessment
- Personalised **Blind Spot Report**
- 3 targeted mindset shifts with practical tools

Why it works

- Appeals to high-achievers and founders
- Feels exclusive and professional
- Doesn't pathologise the client

Positioning line

“Most high performers don't fail — they plateau. This shows you why.”

Option 3: Decision Clarity Intensive

\$500 Value → Catalyst Offer: \$100

What it is

A **75-minute clarity session** to work through:

- A single stuck decision
- A recurring mental block
- Fear vs logic conflict

Includes:

- Decision mapping framework
- Values vs fear breakdown
- Post-session decision summary

Why it works

- One clear problem → one clear outcome

- Easy to say yes to
- Great referral potential inside Catalyst

Positioning line

“One decision. Clear head. No overthinking.”

Option 4: Stress-to-Strength Mindset Upgrade (Small Group)

\$800+ Value → Catalyst Offer: \$100

What it is

A **2-hour small group session (max 6 people)** covering:

- Stress response patterns
- Reframing pressure into performance
- Tools psychologists use for emotional regulation

Includes:

- Workbook
- Live guided exercises
- Personal reflection prompts

Why it works

- Scales well
- Builds community trust
- Less intimidating than 1:1 for first timers

Positioning line

“What psychologists know about pressure — and business owners rarely get taught.”

Option 5: Leadership Emotional Resilience Toolkit

\$500 Value → Catalyst Offer: \$100

What it is

A **hybrid offer**:

- 45-minute private session

- Plus a digital **Emotional Resilience Toolkit** (videos + worksheets)

Toolkit includes:

- Emotional regulation tools
- Boundary scripts
- Stress interruption techniques

Why it works

- Tangible take-home value
- Easy to refer
- High perceived value with low delivery fatigue

Option 6: Founder Nervous System Reset Session

\$550 Value → Catalyst Offer: \$100

What it is

A psychologist-led session focused on:

- Nervous system regulation
- Chronic stress patterns
- Physical + mental reset techniques

Includes:

- Guided exercises
- Education on stress physiology
- Take-home calming protocols

Why it works

- Very “now” without being trendy
- Educational + practical
- Differentiates from generic mindset coaching

Positioning line

“You don’t need more motivation — your nervous system needs support.”

Option 7: The “Why You’re Stuck” Psychology Deep-Dive

\$500 Value → Catalyst Offer: \$100

What it is

A **root-cause session** identifying:

- Emotional patterns
- Identity conflicts
- Fear-based behaviours holding progress back

Includes:

- Structured psychological lens
- Clear explanation (not jargon)
- One actionable shift to test immediately

Why it works

- People already feel “stuck”
 - This reframes the problem as solvable
 - Strong trust builder
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