



— How to —
CRAFT AN
IRRESISTIBLE
OFFER

The Irresistible Offer

7 Step Formula!

1. What is the outcome your potential customer wants the most? What transformation are you offering them? What will those clients gain, learn, or experience? Will they get a new job, gain a new skill, or change their mindset around one of life's challenges?

2. What is/are the specific outcome(s) that your buyer can expect... this is a more detailed outline of #1. Buyer will learn how to write a kick booty resume, network more effectively, etc.

3. Brainstorm your delivery options. This is the HOW you are going to deliver the promised outcomes. Things like 3-day event, VIP Day, Workshop, Coaching Calls, etc. Refer back to your assets inventory to assist with this.

READY NOW

**NOT READY BUT
COULD BE CREATED**

4. Choose what most closely aligns with your business and what YOU want your life to look like. For example: one high ticket offer or 2-3 smaller, related offers - one-on-one and/or one on several/many offers.

5. Name your offer. Keep it short and MEMORABLE. Focus on the outcome, the person, or your process or system (Blueprint/Roadmap for a Successful ____, Your 123 Formula for ____, 7 Secrets to ... How to ...)

6. Decide on the PRICE. Consider both the high and low end of the pricing spectrum.

- ✓ What does your competition charge for similar offers?
- ✓ What does it cost the buyer NOT to buy your product or service?
- ✓ Set your price based on what you are willing to sell for, usually between the high and low end.
- ✓ Always balance the pricing you come up with against your revenue goal— balancing what you'd like to make versus what you're willing to accept.

7. Incentivize them to ACT NOW with the “NO BRAINER” Bonus Formula. Make a list of objections and then see if you can provide a bonus that will help them overcome that objection.

OBJECTIONS

Make a list of what you could offer up as bonuses. Try to make sure ONE of them is a NO BRAINER bonus!

BONUS