



Checklist 9 - Crafting An Irresistible Offer

Project Name: _____

Date: _____

Yes No

There are no elements of your funnel that matters more than your offer. Yet there are so many people that treat the offer as an afterthought, and it should be quite the opposite.

Many of your problems from ads that don't work to emails that aren't producing sales can be fixed by improving your offer.

And it doesn't matter whether you are a product creator or an affiliate marketer... Offer is not just a product. Offer is the entire package, bundle, and experience that the customers are getting. Meaning if you are an affiliate marketer you can still create an irresistible offer by adding super valuable bonuses to the already amazing product that you are promoting.

With that being said, here's a 7-point checklist to make sure you've crafted the best offer possible:

1

Is it something they want?

When you go fishing, you don't bait the hook with pizza and fries because that's what you like, right? Why? Because that's not what fish like to eat. And, it's no different when it comes to your offer. Do your research. Make sure what you have to offer is something your perfect customers REALLY want. After all, you've already done your market research, and you do know what they want, right?

2

Does it solve an important "PAIN"?

We, humans, move away from pain and move towards pleasure. It's how we're hardwired. So make sure your offer does exactly that - move your

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customer from the urgent pain they're experiencing NOW to their desired "pleasure."

3

Is your offer unique?

This comes down to positioning. How can you make it so that your offer sounds fresh and exciting and unlike all the other options out there? And the way to do it is by making sure you have a Unique Mechanism through which you deliver the result.

4

Do your bonuses make sense?

Oftentimes it's tempting to pile a bunch of bonuses, just because you can. This is a MASSIVE mistake! Make sure your bonuses serve a real purpose, like addressing an objection your customer might have. For example, if you sell a course on sales prospecting, one bonus can be on how to master the fear of rejection or a simple script that gets prospects to say "yes" 8 times out of 10.

5

Is your offer's perceived value at least 10 times greater than your asking price?

One of the keys to an irresistible offer is to make it drop-dead simple to decide to buy. So in the prospect's mind, the value of everything you're offering should be at least 10 times the price you're asking. For example, if you can help solve back pain with a proven, never fail, simple 5-minute stretch that you'll teach for \$100 ... that would be insanely valuable because it saves the prospect of having to spend money on chiropractors, physical therapists, massage, doctors, pain pills, etc.

6

Have you reversed all risk?

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You want to take away all the risk on the prospect's end when trying your product. So make sure you offer a powerful guarantee - often, the longer guarantee period you can give, the better.

7

Do you have urgency included?

Let's face it - most people love to procrastinate. So make sure you include some form of urgency in your offer. This could be a limited-time bonus, limited availability, a discount with a deadline, etc.

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