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STEPS TO AN IRRESISTIBLE OFFER SO GOOD

EVEN YOUR COMPETITION CAN'T PASS UP



“Created and modeled by today’s top marketing strategists”



www.revenueaccelerationexperts.com

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THE MARKETING BRAIN



Volume 1:

Know Your Customer

The Insider's Guide to Closing the Marketing Gap

Ever feel like there's a secret handshake in the world of business that no one told you about? Well, there is, and it's called understanding your customer. Finding the gap between the grand facade of what you're selling and the hidden wishlist of your customer is like striking gold. It's not just business; it's a treasure hunt where X marks the spot right in the hearts and minds of your audience. Ready to become a mind reader?

Imagine being able to whisper into the ears of your customers, telling them exactly what they've been dying to hear. It's about joining a conversation that's been buzzing in their heads long before they click on your ad or walk into your store.

Take 1-2 hours and DO the following:

Search what people are saying about what you offer.

Search Google, popular blogs, LinkedIn forums, YouTube comment sections, Amazon reviews, Reddit, Quora, and social media groups/platforms.

See what they are saying and thinking, happy with, unhappy with, what are their concerns and questions. Find the themes AND pay close attention to the language they are using when it comes to the existing products and services on the market.

This is what you build your offer and marketing around, so don't take this lightly.

NOW BREAK THE THEMES UP INTO THE FOLLOWING

REASONS FOR
SEARCHING ONLINE

BARRIERS OR
UNCERTAINTIES

WHAT THEY LOVE ABOUT
X,Y, OR Z

WHAT PAIN DO THEY
HAVE NOW

FRUSTRATIONS
WITH PAST
EXPERIENCES

WHAT IS A NON-
NEGOTIABLE FOR THEM

**You may find more categories, this is just a starting point.
Dive deep into the issues and joys they have about the
products or services in your market.**

Now find and circle the themes you see and rank them from most common to least common.

MOST COMMON

AVERAGE

LEAST COMMON

Look for gaps and shortcomings in the products or services already out there. This is what you build your offer and marketing around, so don't take this lightly.

9 BIG questions to answer about the dream buyer

1. Where does your dream buyer hang out and congregate?
2. Where does your dream buyer get their information?
3. What are their biggest frustrations and challenges?
4. What are their hopes, dreams, and desires?
5. What are their biggest fears?
6. What is their preferred form of communication?
7. What phrases, exact language, and vernacular do they use?
8. What does a day in your dream buyer's life look like?
9. What makes them happy?

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Volume 2:

The Art of the Irresistible Offer

The Golden Rule: Remember, sell what people are eager to buy!

Sounds like something Captain Obvious would say, right? But in the sea of business, many are sailing without a compass. You've dived deep into the abyss of customer desires; now, it's time to surface with a treasure – an offer so shiny that your prospects can't look away.

Detail Sheet Duel: Think of this as setting up a blind date between your product's features and your customer's benefits. On one side, you've got the "Features" - the nuts and bolts of what you're selling. On the other, the "Benefits" - the magic your product sprinkles into the lives of your customers. This isn't just a list; it's the matchmaker of your marketing strategy. Sweat over it, lose sleep, and then do it some more. The goal? To make your prospects think, "How have I ever lived without this?"

Creating Your Offer: Picture yourself as a wizard with a marketing wand. If there were no limits, what spell would you cast? Start with an offer so bold, it would make a superhero blush. Then, gently land back on planet Earth to craft something you can actually deliver without summoning a court wizard (aka a lawyer). Your offer should be so good that prospects wonder if you've lost your marbles.

The Spear Tip of Your Sales Message: Imagine if your offer was a superhero. It wouldn't need a flashy costume or a dramatic backstory. Its power alone would save the day, even if the sidekick copy was having an off day. But don't just throw any offer out there. "Great customer service" or "superb quality" are the sidekicks, not the heroes. Your offer needs to make your prospects think you're the Santa Claus of your industry, giving away the deal of the century.

THE 7-PART OFFER ASSEMBLY KIT:

1.**Rationale:** Why is your offer so incredible? Maybe it's your business anniversary and you're feeling generous, or perhaps you've found a way to cut costs and want to pass the savings on. Shine a spotlight on it!

2.**Build Value:** Show them the full price, then dazzle them with the discount. It's like revealing you're the magician behind the magic show. Show them why even your full price is a great deal by offering comparisons or reducing to the ridiculous.

3.**Pricing:** Start with a bang! Your first offer should be so tempting that clicking 'Buy Now' feels like stealing candy from a baby (ethically, of course). Leave the options simple, and create something easy to start with, free is always easy.

4.**Payment Options:** Break down the price so it feels like they're spending Monopoly money. Make it so affordable, they'd feel guilty for not buying.

5.**Premiums:** The cherry on top. It's like saying, "Buy this car, and we'll throw in the road."

6.**Power Guarantee:** Make a promise so bold it keeps you awake at night. Then, name it something epic.

7.**Scarcity:** The classic "You snooze, you lose" scenario. Make it a race against time, a battle against stock levels, a fight for the best deal before the clock strikes twelve.

Build your offer from the ground up!

WHAT IS YOUR RATIONALE?

WHAT IS THE VALUE IN IT?

WHAT IS THE PRICE?

PAYMENT OPTIONS IF ANY?

WHAT ARE YOUR PREMIUMS?

WHAT IS YOUR POWER GUARANTEE? (SEE FINAL PAGE FOR HELPFUL CREATION TIPS)

WHAT FORM OF SCARCITY WILL YOU USE?

Fine tune your offer:

Objection, Your Honor! Preemptively tackle the "Buts" and "What ifs" like a seasoned lawyer. Map out the main objections below and squash them with your irresistible offer.

Look at your offer and ask, "Could this be even more jaw-dropping?" If the answer is yes, sprinkle a little more magic on it. Remember, your offer should be so compelling that turning it down would be like refusing a free ticket to paradise.

Notes:

Write you offer below, make sure you have it nailed down and it flows:

Create A 'Power Guarantee' that bests even the top competition, something that makes them wonder how the hell you can do this.

Key research and development points when building your "Power Guarantee".

- 1.Study the competition**
- 2.Laser in on your strengths**
- 3.Be specific**
- 4.Choose a payback**
- 5.Test, Measure, and refine**
- 6.Put it front and center**
- 7.Give your guarantee a name**

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Volume 3:
Crafting The Ultimate Lure

The High-Value Content Offer (HVCO)

The Mission:

You're not just creating content; you're crafting a beacon for your dream buyers, a siren song so alluring that ignoring it would feel like turning down a free gourmet meal. This isn't about fluff or filler; it's the steak AND the sizzle, the main course of your marketing feast. You know your offer, now pull them into your funnel with something they can't resist.

How to is easy, just find one of the below and leverage it:

- Tickets
- Email course
- Physical product
- Swipe file
- Infographic
- Phone call
- Assessment
- Custom pricing • White paper
- Ebook
- T-Shirt
- Industry statistics • Case study • 'How-to' guide
- PDF download
- Webinar
- E-Course
- Free Consultation
- Coupons
- Checklists
- Cheatsheets
- Quizzes
- Videos
- Video Course
- Toolkit
- Calendar
- Podcast
- Interview
- Live demo

WARNING WARNING: If the value isn't high, you don't have a HVCO. Don't blow this part, you must leverage their desires here.

Whatever you decide to offer better be a Game Changer in their eyes.

THE ART OF THE HIGH-VALUE HOOK

Rule 1:

The Enigma of the Headline - Your headline shouldn't just catch their eyes; it should ensnare their curiosity. It's the difference between a knock on the door and a fanfare announcement. Make it bold, make it intriguing, make it impossible to ignore.

Intrigue with Numbers: "7 Mysteries Your Accountant Won't Unravel for You!"

Craft Irresistible Intrigue: "The Forbidden Strategies of Market Domination Revealed!"

Promise Transformative Benefits: "Unlock the Secret to Triple Your Sales in 30 Days Without Cold Calling!"

Rule 2:

Touch the Untouchable Issues - Each point in your content must resonate with a challenge so frustrating, your audience thought it was unbeatable. Then, beat it.

Rule 3:

The Simplicity Spell - Complexity is the enemy of action. Make your offer as simple as a magic incantation: short, sweet, and powerful.

Engagement Over Enchantment:

Remember, this isn't just about dazzling them with brilliance; it's about bonding over shared struggles and victories. Your HVCO isn't a one-off magic trick; it's the start of a grand adventure together.

Your Action Plan:

Listen to the Night Whispers:

Use the insights from Phase 1 to forge your HVCO into the perfect key, unlocking the questions and fears haunting your ideal customers at night. Keep in mind the actual offer you have created and how this can flow directly with that offer.

Choose Your Weapon:

Select the HVCO format that best aligns with your audience's desires and your business's strengths. Whether it's a video course that demystifies complex concepts or a toolkit that arms them for success, make it invaluable.

The Enchantment of Copy: Weave your words with care. Start with a headline that promises a journey from curiosity to enlightenment, peppered with calls to action that feel like discovering secret doors to hidden gardens.

Speak Their Language, Fulfill Their Desires: When you echo their thoughts and address their needs directly, your audience won't just see you as a provider; they'll view you as the wizard who transformed their world. They'll wonder, "If this is the magic they offer for free, what wonders do their paid services hold?"

In Conclusion: Creating the perfect bait isn't about deception; it's about delivering such undeniable value that your dream buyers can't help but bite. When they do, they'll find themselves hooked not just on what you've offered, but on everything you have yet to reveal. Welcome to the art of the High-Value Content Offer.

Write your HVCO below:

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Volume 4:

The Lead Capturing Masterpiece

The Enchanting Opt-In Page:

Imagine your opt-in page as the gatekeeper to your marketing kingdom. It's not just a form; it's a portal to a realm of value, insights, and solutions your prospects can hardly wait to enter. Here's how to make it irresistible.

The Elements of Enchantment:

The Headline Hook: Picture your headline as the knight in shining armor that rescues your reader from their dreariest fears. It should grab them so compellingly that scrolling past it would feel like ignoring a treasure chest in a dungeon crawl.

Formula for Success: "Unlock the Secret to [Desired Result] Without Facing [Dreaded Obstacle] in Just [Time Frame]!"

The Subheadline's Charm: This is where you reassure them that, yes, the treasure is real. "Dive into our 26-page guide to conquering the Paleo diet with 16 recipes so easy, they make fast food look slow."

Bullets of Intrigue: These aren't just bullets; they're little gems of curiosity. Craft them so each one feels like uncovering a clue to a mystery they just can't leave unsolved.

Curiosity Cultivator: "Say Goodbye to Calorie Counting: The secret method that makes dieting as obsolete as a floppy disk."

The Visual Voyage: Show them the X marking the spot. A tantalizing image of your offer not only adds credibility but also sparks the imagination. "Behold: Your Paleo conquest guide, complete with drool-worthy visuals of what's cooking."

The Command to Act: This isn't a polite suggestion box; it's the golden ticket to their biggest wish granted. Make your form as inviting as entering their name into the Goblet of Fire for a shot at wizarding glory.

The sorcery of your words:

Headline Alchemy:

The Universal Solve: "[Problem] Making You Pull Your Hair Out?

Grab My [Solution] and Start [Resulting Joy] Today!"

It works like a charm, every potion-brewing, spell-casting time.

SubHeadline Sorcery:

"Feast Your Eyes on 16 Quick, Easy, and Magical Paleo Recipes That Transform Your Meals From Dull to Delicious in Minutes."

Bullets of Bewitchment:

Against Common Belief: "Everyone Says to Drink 3 Liters of Water a Day, Right? Discover Our Shocking Elixir That Hydrates 20x Better!"

The Classic Quest: "5 Enchanted Pathways to Meeting Your Soulmate in the Least Expected Realms."

The Forbidden Knowledge: "Unearth the Secret Marketplaces Where the Most Eager Buyers Congregate."

The Taboo Tactics: "The First Date Faux Pas That Could Turn Your Romantic Comedy into a Tragic Solo Show."

Showcasing the Spellbook:

Visual representation isn't just about beauty; it's about belief. A glimpse into the treasure trove you're offering can turn skeptics into believers and browsers into leads.

The Call To Action:

Now, don't whisper your request into the void; request their information with the confidence of a king reclaiming his throne. "Enter your information to claim your (HVOC)."

In Summary:

Creating your opt-in page is like casting the most powerful spell in your grimoire. It needs to dazzle, entice, and, most importantly, convert. Make every element— from your headline to your call-to-action—a beacon of undeniable value. Lead them to the gate, show them the key, and make them an offer they can't scroll past. Welcome to the art and science of capturing leads.

Write your Opt-In Page Wire Frame Below. Be sure to have your headlines, subheadlines, bullet points, proof of concept images detailed, and anything else that you know will showcase why they should opt-in.
