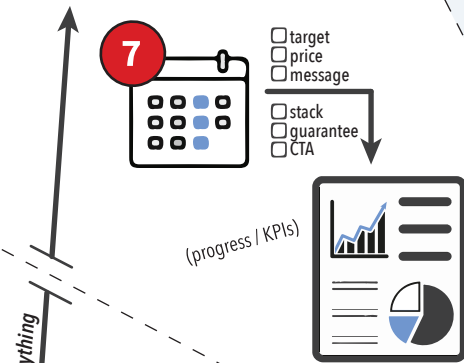


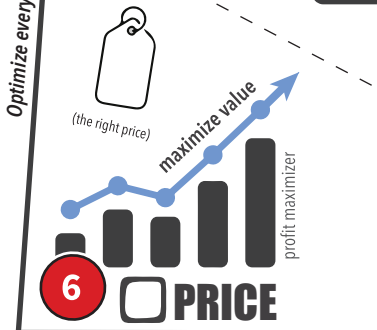
7 PARTS OF AN IRRESISTIBLE OFFER CHECKLIST

☐ OPTIMIZE

Know what's working and what's not.



Optimize everything



Different for each offer in value ladder.

- ☒ Free lead magnets (bait)
- ☐ Self-liquidating offers under \$100
- ☐ Price core and maximizers for profit
(no more than 20% should take your premium offers)

don't go cheap unless you're the cheapest



☐ CALL TO ACTION

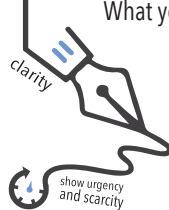
One and only one offer.

Clear instructions on what's next.
"buy now and get 50% off!"

- ☒ Use action verbs
- ☐ Provoke emotion
- ☐ Reason to act now
- ☐ Be pithy



Use numbers



show urgency and scarcity

☐ MESSAGING

Talk directly to your avatar.

What you say and how you say it matters.

- ☒ Turn facts & flaws into benefits
- ☐ Talk about transformation
- ☐ Build trust, show proof
- ☐ Solve their "jobs to be done"

(attention-getting)

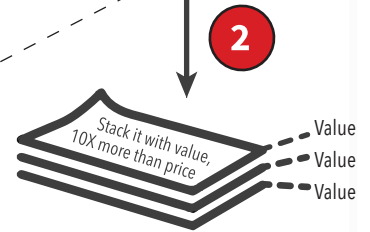


☐ AVATAR

You must know who you're selling to.



Do NOT build your offer until you know what they want



☐ EXTREME VALUE

What's impossible to turn down?
(try giving them that)

- ☒ what everyone else provides
- ☐ plus something else - - -
- ☐ plus even more
- ☐ plus - - - - - (talk about rarely discussed intrinsic value)

offer ≠ product

☐ RISK REVERSAL

Identify objections.

What's needed to overcome objections?
(add that to your guarantee)

- ☒ pay nothing until ____
- ☐ If we don't ____, get 100% money back
- ☐ plus keep bonuses

