

Learn how to craft irresistible offers that generate more qualified leads

Make your offer "Time Sensitive"

People will fear that they will be missing out on your product if they don't buy today

Make sure your product is CLEAR

If you want to create an offer for a service or product that gets people to buy, you absolutely must have a clear, easily identifiable outcome

Keep retesting your offer til perfection

It may take you over 20/30 times to get the right offer/message that attracts multiple sales, here are some ways you could keep changing your offer to find the "perfect" mix

Match your Customers needs!

You must convey a benefit to your potential customer of what they will receive in return for their money/email address etc
To do this you must understand what the features of your product or service are and what the benefits are (what they do for your potential customers)

Articles on tips to crafting the "irresistible offer"



How to Make Your Offer Irresistible | Business Training



The 7 Elements of an Irresistibly Compelling Offer



The 3 Keys to an Irresistible Offer


Want more mind maps?
<http://www.DigitalMarketingU.com>

Induce a sense of belonging and identification in your offer

Create an astonishing guarantee

Centre your offer around the active seeker

Make the value outweigh perceived or real cost

Create an offer that alleviates pain and satisfies a deep desire

Learn how to craft irresistible offers that generate more qualified leads

1. Make your offer "Time Sensitive"

1.1. People will fear that they will be missing out on your product if they don't buy today

2. Make sure your product is CLEAR

2.1. If you want to create an offer for a service or product that gets people to buy, you absolutely must have a clear, easily identifiable outcome

2.2. Without clarity, the offer is limp and unconvincing. The clearer you make the path, the easier it will be for someone to decide whether or not the investment is worth their time

3. Keep retesting your offer til perfection

3.1. It may take you over 20/30 times to get the right offer/message that attracts multiple sales, here are some ways you could keep changing your offer to find the "perfect" mix

3.1.1. Induce a sense of belonging and identification in your offer

3.1.2. Create an astonishing guarantee

3.1.3. Centre your offer around the active seeker

3.1.4. Make the value outweigh perceived or real cost

3.1.5. Create an offer that alleviates pain and satisfies a deep desire

4. Match your Customers needs!

4.1. You must convey a benefit to your potential customer of what they will receive in return for their money/email address etc

4.2. To do this you must understand what the features of your product or service are and what the benefits are (what

they do for your potential customers)

5. Want more mind maps? <http://www.DigitalMarketingU.com>

Link: <http://digitalmarketingu.com/login/>

6. Articles on tips to crafting the "irresistible offer"

6.1. How to Make Your Offer Irresistible | Business Training

Link: <https://www.paulconway.biz/how-to-make-your-offer-irresistible/>

6.2. The 7 Elements of an Irresistibly Compelling Offer

Link: <https://www.entrepreneur.com/article/296150>

6.3. The 3 Keys to an Irresistible Offer

Link: <http://smallville.com.au/the-3-keys-to-an-irresistible-offer/>