

Assignment Three: Constructing Your Offer

OK, folks, the pedal is about to hit the metal.

In assignment one you created your **AVATAR** . . . which means by now you should have a REALLY clear picture of who your customer is, what their problem is, what they REALLY want, what frustrates them, what SCARES them and what “deadly sins” are roaming around their heart that we can use to motivate them to buy your product.

You’ve also created your **BIG PROMISE** (first going totally over the top and then pulling *slightly* back to something more reasonable) and your **BIG IDEA** which is the core “hook” of your sales video: The incongruent or even SHOCKING concept you’re going to reveal in your video that will ultimately teach your viewer to be your customer.

As you’ve probably noticed, the ORDER we’re teaching you this stuff is important. This is the exact same process I go through when I’m creating sales videos both for front end products and for launches. And I do it this way because each part really builds on the other in a nice organic and natural way.

Now it’s time to create a truly IRRESISTIBLE offer that fulfills your BIG PROMISE and is a total “No Brainer” for your Avatar.

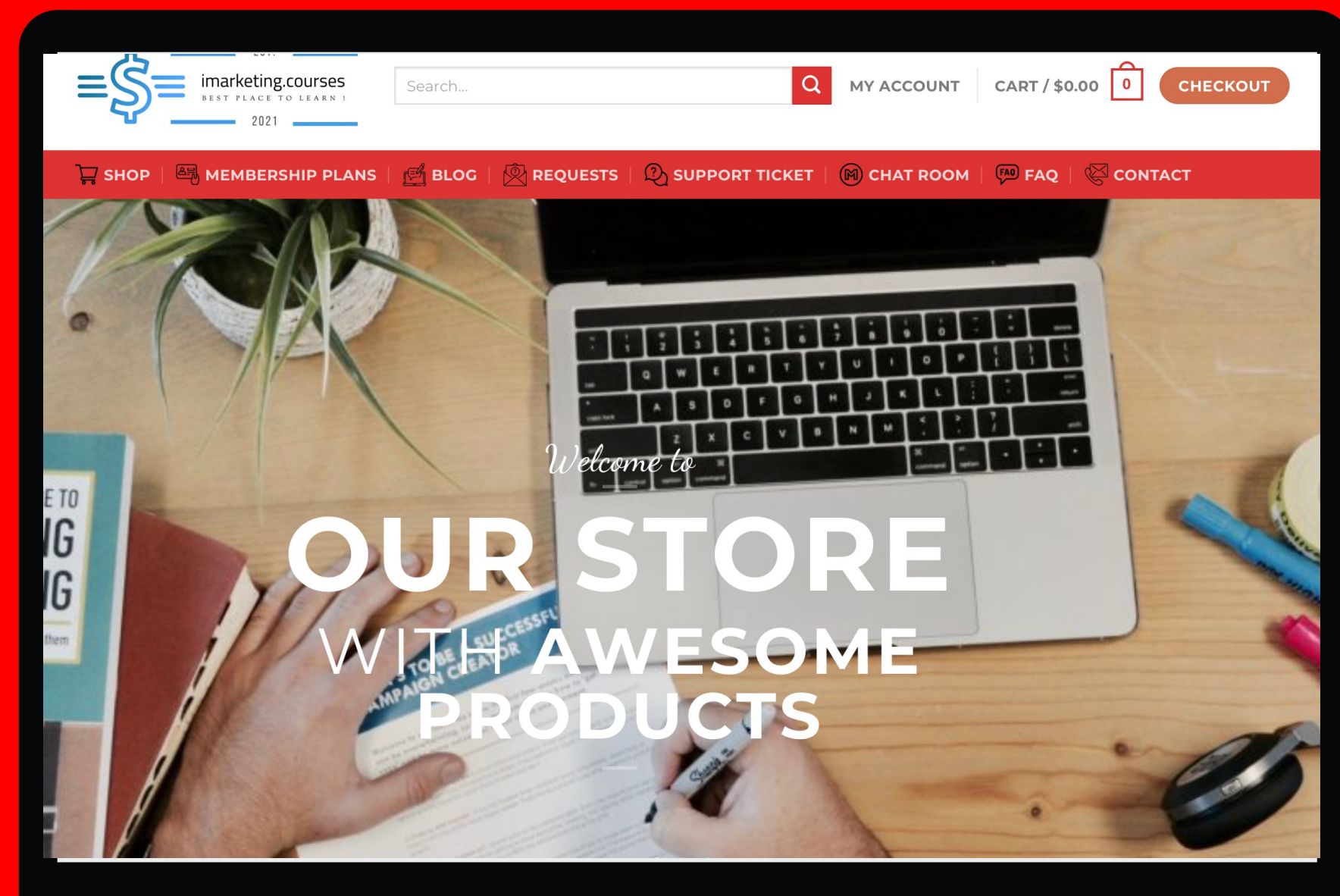
Note that we’re not really getting into “script writing” yet (though what you come up with here is going to be used as the starting point for a big part of your script).

Instead we’re focusing on the nitty gritty details and getting them down on paper so that when we actually DO write our script it’s as easy and simple to do as possible.

Don’t worry TOO much about the “Languaging” of your offer at this point. I’ll show you how to make this stuff SING later. For now, really focus on what the offer IS and why it fulfills your BIG PROMISE (or makes it easy for the prospect to fulfill the BIG PROMISE for themselves) as possible.

The Components Of A Great Offer

For your offer to really grab your Avatar by the eyeballs (and the heartstrings) and basically “force” them to take out their wallets and buy your stuff, it’s got to have the following components . . .



BEST PLACE TO LEARN !

- Our own uploads
- Frequent updates
- No scam
- Reliable service
- Fast downloads
- Instant delivery
- Reviews
- Requests
- Support Tickets
- Live Chat
- PayPal, Bitcoin
- Discounts
- Free Products for Members
- Cheap prices

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1. “What is it, what’s IN it and why should they care?”

This is where we lay out what the actual product “is” (eBook, series of videos, 4 week of intensive coaching, flying car etc) and explain how it fulfills the BIG PROMISE and gives your avatar what they truly, desperately want.

2. Strategic Bonuses

What “free stuff” are they going to get that’s pushes the value of the offer through the roof and pushes them off the fence?

3. Price . . . and why it’s a total steal.

This is where we build up the value of the product and bonuses, make it seem STUPID CHEAP, justify the price against more expensive options that try to do the same thing and then DROP the price even more for a specific reason.

4. Guarantee

Why is your avatar completely protected from being ripped off? Why can they put all of their trust in you and know they’ll be taken care of? How are YOU risking MUCH more on this deal than they are?

Make sure you watch the training videos on offer creation and then go through and complete these assignments. Post your homework in the learning center.

We’ll cover bonuses, price and guarantee in other worksheets, but for now let’s focus on the core components of your offer . . .

QUICK NOTE:

If you already have a product, GREAT! Use what you’ve got now as a “guideline” for creating your offer. But DON’T LET WHAT YOU’VE GOT NOW HOLD YOU BACK!

You’ve got to be willing to “spin” your product into different formats or components in order to give your prospects what they really want.

If you DON’T have a product yet, DON’T WORRY! Not having a product yet means you’re free to come up with a truly KILLER offer for your prospects without letting the “work you’ve already done” hold you back.

OK, when constructing your “core” offer there are three things you need to know . . .

What Is It?

Review

What is the “STUFF”...It’s a book. It’s a training...and here’s how you get it.”

TYWIB Example: 4 Day Ice Breaker, Videos delivered online, “Black Book” Manual.

Assignment - What Is It?

List out the components of your product.

Note: If you don’t have a product, brainstorm what you could give them that would be EASY to digest and have HIGH PERCEIVED VALUE.

What's In It?

If it's an info product: What do they actually learn?

If it's a physical product or service: What does it actually DO?

Think about how it gets them closer to the BIG PROMISE and their deepest desires

For an info product the "What's in it" is often the "Table of contents." It's all the "Cool stuff" they LEARN in the product . . .

For instance, with "TYWIB" the "What's in it is the "4 Step Wife Texting Formula," the "How Women Think About Sex" training, a ton of "Done For You" texts etc. . .

Assignment - What's In It?

Make a comprehensive list of what's IN your product . . . Get As Detailed and Granular as you can. Remember, folks love "Easy, Simple, Lazy, Done For You and "Guide You By The Hand" stuff. The more of that kind of stuff you can have the better.

Why Should They Care?

For “What It Is” - Why is this method of getting the info easier, better, faster, able to offer more immediate satisfaction, etc?

For “What’s In It” - How does this information or thing get them the BIG PROMISE you offered?

TYWIB Example for What Is It and Why Should They Care: “Black Book” - Downloadable ‘Bible’ of texting. Reference any time and any place you want. Can print up or keep on your cell phone.

TYIB Example for What’s In It: “Done For You” Texts - Which means you’ll be able to “push send, get what you want.” No “Writing” or “creativity on your part.”

(“Features and Benefits”)

Assignment- Why Should They Care

List out the “Components” of your offer and then translate those components into a benefit to your Avatar. Why does your avatar care that it’s an Ebook? Or an online course? Or a hand made pie?

List out what’s IN your product and translate those into Avatar focused benefits . . . What RESULT is your prospect going to get from learning the information you’re teaching or by buying your service? Paint as SPECIFIC of a picture as possible.

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