

# 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.**

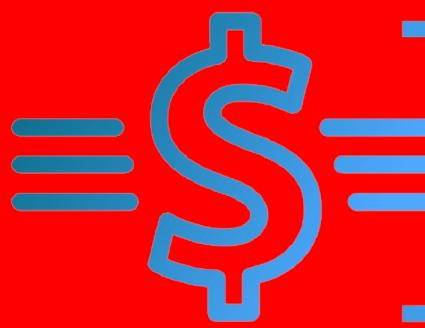
Note that we’re not really getting into “script writing” yet (though what you come up with here is going to be used as the starting point for a big part of your script).

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 . . .

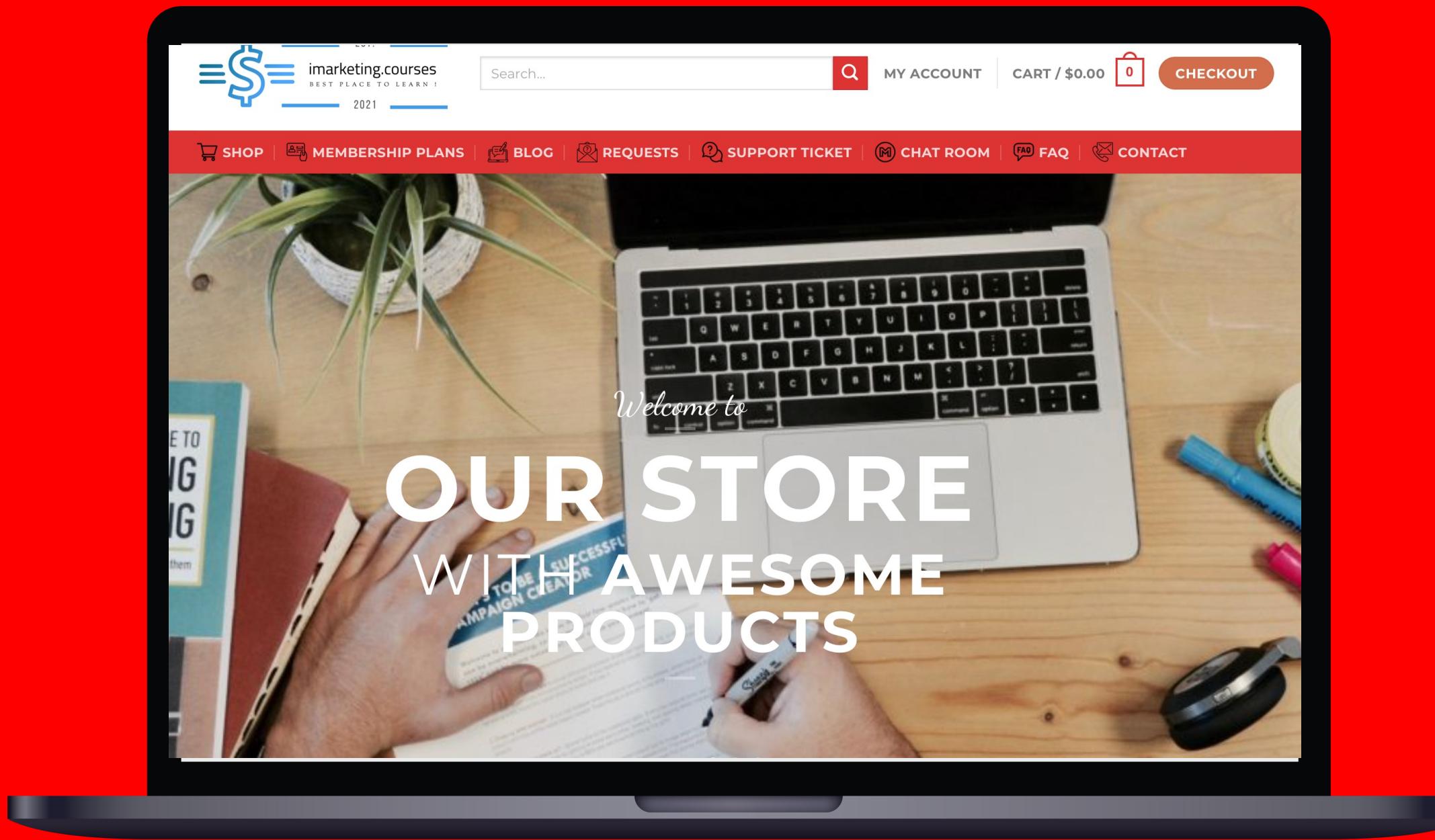


EST.

imarketing.courses

BEST PLACE TO LEARN !

2021



**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

<https://imarketing.courses>

### **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.



© 2010 Successpod, Inc. All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior written permission of Successpod, Inc.

The information and strategies explained are correct to the best of our knowledge and should only be taken as the authors opinion at the time of writing. We accept no liability for any losses or damages that might arise. By using this course you are assuming full responsibility for all your actions.

Any earnings or income statements, or earnings or income examples, that may be made in this information are only estimates of what we think is possible. There is no assurance you'll do as well. If you rely upon our figures, you must accept the risk of not doing as well.

Where specific income figures are used, and attributed to an individual or business, those persons or businesses have earned that amount. There is no assurance you'll do as well. If you rely upon our figures; you must accept the risk of not doing as well.

Any and all claims or representations, as to income earnings on this website, are not to be considered as average earnings. There can be no assurance that any prior successes, or past results, as to income earnings, can be used as an indication of your future success or results.

Monetary and income results are based on many factors. We have no way of knowing how well you will do, as we do not know you, your background, your work ethic, or your business skills or practices. Therefore we do not guarantee or imply that you will get rich, that you will do as well, or make any money at all. There is no assurance you'll do as well. If you rely upon our figures; you must accept the risk of not doing as well.

Internet businesses and earnings derived therefrom, have unknown risks involved, and are not suitable for everyone. Making decisions based on any information presented in our products, services, or web site, should be done only with the knowledge that you could experience significant losses, or make no money at all.

All products and services by our company are for educational and informational purposes only. Use caution and seek the advice of qualified professionals. Check with your accountant, lawyer or professional advisor, before acting on this or any information.

Users of our products, services and web site are advised to do their own due diligence when it comes to making business decisions and all information, products, and services that have been provided should be independently verified by your own qualified professionals. Our information, products, and services should be carefully considered and evaluated, before reaching a business decision, on whether to rely on them.

You agree that our company is not responsible for the success or failure of your business decisions relating to any information presented by our company, or our company products or services.