

# Your WHAT - 7 Elements of an Effective Offer

Use these 7 elements to gain clarity on your WHAT at the top of your Marketing Mountain™. Build an effective offer that your IDEAL WHO will love.

Step #	Your Offer Details Go Here
<p><b>1) Price</b></p> <p>How are you pricing your offer?</p> <p>Are there tiers of pricing?</p> <p>Pricing for volume or value?</p> <p>Have you considered your numbers? Is it viable?</p>	<p>OUTLINE YOUR PRICING HERE:</p>
<p><b>2) Inclusions</b></p> <p>What's included in your offer?</p> <p>This is where you would outline what people are actually getting when they buy from you, in terms of deliverables.</p> <p>What are things you do "anyway" that can be included?</p>	<p>OUTLINE YOUR INCLUSIONS HERE:</p>



### 3) Naming

What are you going to CALL this offer? – Giving your offer a specific name really helps to make it distinct.

OUTLINE SOME POSSIBLE NAMES HERE:

### 4) Branding

Are you going to create a unique brand for this offer?

What are the specific...

- colours
- type
- images
- style

...you will use when communicating this offer?

Will it have a logo?

Will it be seen as a sub-brand of your main branding or something new?

OUTLINE BRANDING IDEAS HERE:

### 5) Risk Reversal

What are you doing to minimise your customer's risk when they take this offer?

This can include things like guarantees and warranties.

OUTLINE GUARANTEE IDEAS HERE:

### 6) Bonuses

We recommend you include at least one bonus in your offer.

These are the things people get as an unexpected extra when they purchase.

Bonus is ideal to help overcome objections.

Ensure Bonus doesn't CREATE objections.

Ideal if it helps people achieve their goal faster or has some element of "done for you".

OUTLINE BONUS IDEAS HERE:

### 7) Scarcity

How can you "bake into" your offer some kind of scarcity?

What is the **reason to buy now**?

OUTLINE HOW YOU CAN ADD SCARCITY HERE:

