



The 7 Elements of an Effective Offer Framework

Step #	Your Offer Details Go Here
1. Price How are you pricing your offer? Are there tiers of pricing? How can you avoid complexity? Is there an “Early Bird” price? What are you bundling? Will you have an upsell? Pricing for volume or value? Have you considered your numbers? Is it viable?	<i>OUTLINE YOUR PRICING HERE:</i>



2. Inclusions

What's included in your offer?

This is where you would outline what people are **actually** getting when they buy from you, in terms of deliverables.

What are things you do "anyway" that can be included?

OUTLINE YOUR INCLUSIONS HERE:



3. Naming

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

Does it fit in with your overall brand strategy?

Are you clear on your “big idea”?

Do you know what else is in the market?

Thought-starters:

- Succinct
- Say what it does
- Keep it to 2-3 words
- Consider Rhyming e.g., Squatty Potty
- Consider Alliteration e.g., Millionaire Mind Intensive
- Consider putting a twist or a play on words e.g., 9 to Thrive
- Try a “You” statement e.g., Claim Your Power
- Try an aspirational statement e.g., Unleash the Giant Within
- Try an action statement e.g., Date With Destiny
- Consider a Portmanteau (blending two words together to make a new word) e.g., Pinterest
- Think of strong metaphors e.g., Amazon and Apple

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.

4-Step Effective Guarantee Framework:

1. The Belief

Your statement of belief in your product or service

2. The Criteria

What are the acceptable criteria/conditions whereby your customer can activate the guarantee?

3. The Timeframe

The period in which the guarantee remains valid after purchase

4. The Promise

What are you promising will happen if your customer needs to enact the guarantee?

e.g.

Belief = *freshest in Sydney*

Criteria = *if you don't love them*

Timeframe = *24 hours*

Promise = *replacement order at no extra cost*

"Our flowers are the freshest in Sydney. If, for any reason, you don't love your floral arrangement, let us know within 24 hours of delivery and we will replace your order with a brand new delivery at no extra cost."

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**?

Something needs to happen once the scarcity comes into action that is seen as a negative consequence.

Scarcity levers: at the end of that period, or when those 100 are sold, that is seen as a negative consequence.

- **Time** e.g. “*Whole offer goes away on a set date*”
- **Quantity** e.g. “*Only 100 available*”
- **Bonus** e.g. “*Bonus or special deal goes away on a set date*”

OUTLINE HOW YOU CAN ADD SCARCITY HERE: