

HOW TO CRAFT AN OFFER THAT SELLS

Introduction

We're talking today about the characteristics of the specific thing you are selling and the way you package and present that information to your prospects.

This is known as your offer.

It is what your content marketing and sales process is leading people towards purchasing.

A good way to think about what your offer is would be to think about what would appear on the order form for your product or service? If somebody purchased your product or service, what exactly are they buying?

NOTE: FIRST before you craft your offer you need to be really clear on your WHO - that is, your ideal client for this offer and your WHY - that is, what is your purpose, what is your goal for your life and your business and this product, so you can make sure the offer is really in line with that.

So, presuming you have your WHO and your WHY handled, the offer is another vital part of the equation, it's your WHAT.

The clearer you can be about what you're offering, the better your sales results will be.

So how do we do that?

We can make our offer clear and compelling by understanding and optimising each of the components of a great offer.

7 Key Elements for Creating an Effective Offer

There are 7 key elements you need to be thinking about when crafting your offer.

#1 - Price

How are you pricing your offer? Are there tiers of pricing? Is there an “Early Bird” price? Etc.

#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.

#3 - Naming

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

#4 - Branding

Are you going to create a unique brand for this offer? This can work really well if you are doing a special promotion and you really want all the marketing that relates to this offer to have a specific look and feel and really stand out from other communication from you and to stand out in the market place.

#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 - things we often forget to tell people to reassure them.

#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.

#7 - Scarcity

How can you “bake into” your offer some kind of scarcity - perhaps its based on time eg “expires on a set date”, or it could be based on qty eg “only 100 available”. But something needs to happen at the end of that period, or when those 100 are sold, that is seen as a negative consequence. For example, the price goes up, the bonuses go away, the extended warranty period expires etc.

Get Started...

OK, now it's time for you to create your offer using these 7 Key Elements for creating an Effective Offer.

The 7 Elements of an Effective Offer Framework

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Step #	Your Offer Details Go Here
1. Price How are you pricing your offer? Are there tiers of pricing? Is there an “Early Bird” price? etc	<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.	<i>OUTLINE YOUR INCLUSIONS HERE:</i>
3. Naming What are you going to CALL this offer? – Giving your offer a specific name really helps to make it distinct.	<i>OUTLINE SOME POSSIBLE NAMES HERE:</i>

<p>4. Branding</p> <p>Are you going to create a unique brand for this offer? What are the specific colours, type, images and style you will use when communicating this offer? Will it have a logo?</p>	<p><i>OUTLINE BRANDING IDEAS HERE:</i></p>
<p>5. Risk Reversal</p> <p>What are you doing to minimise your customer's risk when they take this offer? This can include things like guarantees and warranties</p>	<p><i>OUTLINE GUARANTEE IDEAS HERE:</i></p>
<p>6. Bonuses</p> <p>We recommend you include at least one bonus in your offer. These are the things people get as an unexpected extra when they purchase.</p>	<p><i>OUTLINE BONUS IDEAS HERE:</i></p>
<p>7. Scarcity</p> <p>How can you “bake into” your offer some kind of scarcity - perhaps it's based on time e.g. “expires on a set date”, or it could be based on qty eg “only 100 available”. But something needs to happen at the end of that period, or when those 100 are sold, that is seen as a negative consequence.</p>	<p><i>OUTLINE HOW YOU CAN ADD SCARCITY HERE:</i></p>