



“The Only Thing More Impactful Than Copy: Offers That Stand Out!”

MAKE YOUR MARKETING CONVERT MORE WITHOUT COPY CHANGES

Is this believable to you?

THE MILLIONAIRE MASTER PLAN
LIMITED PRELAUNCH \$3700 SPECIAL OFFER FOR \$39

As much as I like to write copy, think about copy, teach copy, write products about copy... there's one thing in marketing that's even more important.

That is: crafting offers that compel and convert. The kind of offers that are instantly irresistible to the prospect, at first glance - when presented in the right way.

In fact, writing even the most skilled sales copy without a powerful offer at the core of it is about as useful as a turbo booster on a scooter. It's just not going to fly!

To get you started thinking right about offers, I'll offer you five components of a great offer. Let's go!

A GOOD OFFER IS...

1. **BELIEVABLE** - you can promise them the moon, promise a personal dance lesson from Mick Jagger, an eloquence lesson from Barack Obama, and makeup lessons from Nicki Minaj... but nobody's going to

believe you. And that's when your offer is in trouble. Offer tangible evidence that whatever you're offering is going to materialise for them too, show as many types of proof as you can possibly produce.

2. **URGENT** - now, the scarcity principle gets a bad rap because it's been overplayed so much but the truth is, there aren't many more effective ways to boost an offer than to limit its availability. Limit numbers, limit eligibility... but above all create a sense of urgency. It works even for the mundane products imaginable if you have a clear reason why your offer is an urgent one. Think it through.

3. **TARGETED** - an offer is only as effective as the degree to which it answers its intended audience's concerns. You can target your prospect by name, rank, geography, desire, or the problem they need solved.

Whatever it is, you'll see it's a great booster to your offer.

4. **PERSONAL** - again, you may think that personalization has run its course but you would be mistaken. Whenever your offer reflects the personal wants, desires, personal traits or even 100% personal specifics.. your offer gains more traction. Doing deep market research helps you do this and make it seem as if you're talking *directly to them*.

5. **UNDENIABLE VALUE** - this may seem self-evident but it is not. You must not only convince your prospect of the value of your offer, it must LEAP OUT at them in a way that makes it impossible to deny taking you up on this offer would make their lives better. Instantly. The more *undeniable value* you pack, the less copy you'll need.

There you go! Take this checklist and take a fresh look at your existing offers, see if you can add some extra oomph!