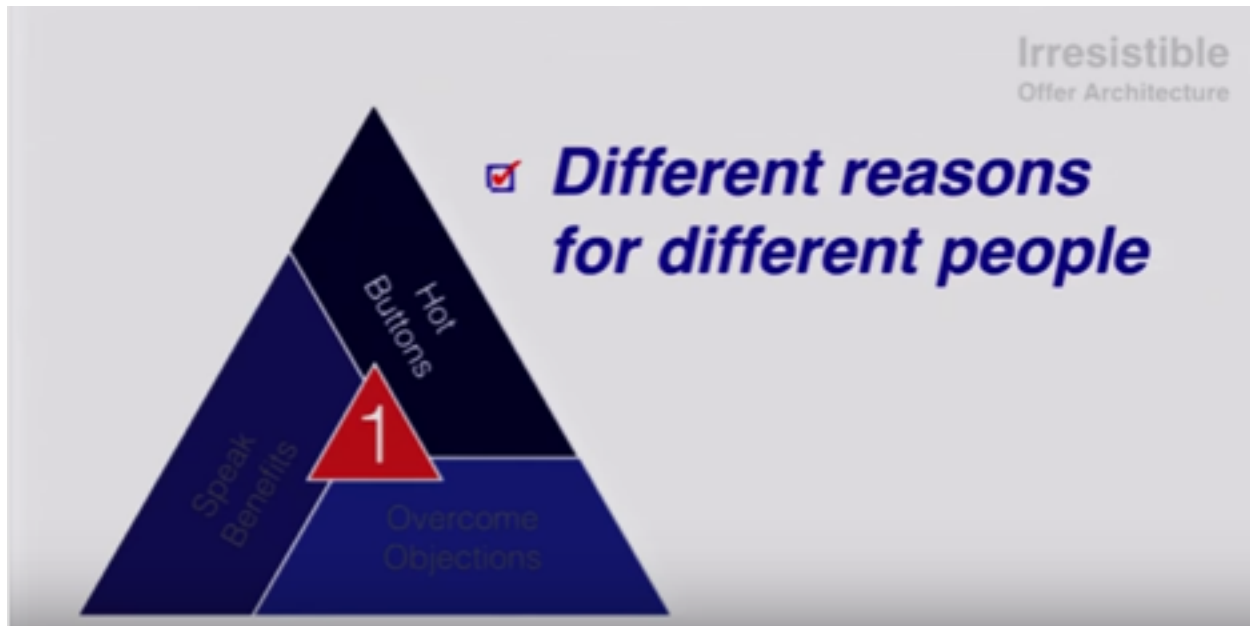


## 9 Steps to Architecting an Irresistible Offer

### Part 1: Objections, Benefits, Hot Buttons & Urgency



Imagine this: you've just invested *thousands* of dollars filling your warehouse and stocking new products that you're eager to sell. You're scared to death, worrying about what's in your future and whether or not people will buy what you're selling. How do you get them to listen and engage? And, above all, how do you get them -- and *lots* of them -- to say **YES**?

The secret? Architecting an offer that's so smart, so strategic and so compelling that clients and prospects can't say no. How could they? The value that's staring back at them is so *provocative* that they can barely look away. It's irresistible -- so much, in fact, that it's practically *magnetic*.

When they reach that point -- when they *feel* the energy and power -- that's when you know you've got yourself an irresistible offer. While it may seem lofty, in my experience an irresistible offer already exists in virtually every business and every business leader. It might just need a little help breaking through to the surface.

So, naturally, the million-dollar question at this point is always the same: how do *I* architect an irresistible offer for what I'm selling? ? I find the components to an irresistible offer are always the same:

- i. Overcome objections
- ii. Speak benefits
- iii. Hot button close
- iv. Create urgency
- v. Add value
- vi. Make a price play
- vii. Brand your process

- viii. Create a bigger reason
- ix. Offer guarantees

Now *deep breath*. This probably sounds more complicated than it actually is. It's likely you already have an irresistible offer kicking around -- it may just need a little reframing and a little help breaking through to the surface.

### **Start here: anticipate -- and overcome -- objections**

This is an essential piece of creating an irresistible offer: does your offer hold up to objections without you ever having to utter a word in response or retaliation? Without you pitching or restating the benefits of your product, service or system, does it inherently flatten any naysayer or challenger that stands in its way?

Yes? No? Not sure?

I always tell my students and seminar attendees to think about their pitch and their presentation. Chances are, your offer is *rich* with great information, benefits and reasons to believe. But let's pretend for a moment that someone missed your *entire presentation*. Now they're back, it's over and they've got an order form, sales letter or website landing page in front of them. Would they buy? Without listening to your pitch, would this person be able to clearly see that your system or solution solves a problem they have, just by its name and limited description? Do they immediately see the value?

There are plenty of common objections kicking around -- not enough time, not enough *money*, mediocre results -- and it's your job to ensure prospects immediately understand that *yours* will smash through *those* barriers. It's "instant," it's "powerful," it's "totally turnkey." What problem does your system solve for these potential customers and, above all, are you effectively touting that in naming and articulating your offer?

### **Be sure to speak benefits**

In business, it's essential you speak one language: the language of *benefits*. People aren't interested in what's included or how it works, even though they may think they are. Regardless of what you're offering, who they are or what's at stake, they want to know only *one thing*.

### **What's in it for me?**

By purchasing your product or system, will I lose weight? Get healthy? Build a better business? Make more money? Sleep better? The more benefit-rich you can be in your verbal, written and visual communications, the more irresistible your offer will be.

Choose power words and avoid language that detracts from your message or -- worse -- creates negative connotations in your audience's minds. It's *not* about work, commitments or punishing schedules, but make your messaging all about wealth, lifestyle, prosperity and happiness

Think benefits. Speak benefits. Live benefits. It's the only language that ultimately resonates with your clients and prospects.

### **Make a hot button close**

Getting closer to the close? Step back and think about the offer you're about to put on the table. Does it sound good to you? And, more importantly, would it sound good to *someone else*?

This step takes a bit of getting used to, but it's essential in architecting an irresistible offer. The biggest mistake I see savvy, smart business people make is that they craft offers that *they* would buy. But not everyone is like you. Some people are more engineer-minded and blueprints are their currency. Others are incredibly detail oriented, and love checklists and well documented systems. And some, still, are auditory learners -- don't give them *anything* to read but, instead, tons of content to listen to and engage with.

Think about your own hot buttons, but also think about the hot buttons of your audience. Are there different reasons people are engaging with you and your brand? Are there different reasons they've arrived on your doorstep? Be sure you're crafting a hot button close that appeals to these clients and not, simply, something that would make you leap out of your seat.

### **Incorporate urgency**

This one is brain science 101 -- and likely something you've used or experienced in your own life. People are compelled to take action out of fear they'll lose something valuable if they don't do something *right now* -- more compelled, even, than they are in the pursuit of happiness and pleasure. We're, simply, wired that way. And as business people, presenters and sellers, this is a critical element to leverage in architecting an irresistible offer.

That said, a word of caution: urgency is a powerful tool, but it shouldn't be used in an illegitimate or unethical way. It's easy to create *false* scarcity and, truthfully, you may even drum up some business as a result. But at the end of the day, your buyers and customers are smart, savvy people and they'll quickly see that they've been deceived. You know the old adage: fool me once, shame on you, fool me twice...

In short, your customers won't be fooled twice. It's not worth the risk.

So how do you incorporate urgency the *right* way? Chances are, there's some level of scarcity in your business -- how can you leverage that? If you're a coach, for example, you only have so many hours in the day, and so many days in the year. Look at your calendar and start marking days off -- days you're already booked with other clients, holidays, time off, other commitments or engagements. The year suddenly looks short, doesn't it? You can now see that you have a limited amount of time -- that's your resource scarcity. If you have space for five more clients, say that, and consider what you can do to sweeten the pot (more on that in part two). Be clear, be direct and make this urgency part of your irresistible offer -- and, likely, it will be enough to compel listeners to take action.

These are the first four steps in architecting an irresistible offer -- and they're powerful. Assess your current offers and see how you can begin layering in some of these key learnings and essential takeaways. Can you rename your packages and realign your offerings to instantly and effectively overcome pre-existing objections? Are you speaking the ultimate language -- the language of *benefits*? Is your hot button offer client-centric? And, beyond all of that, are you leveraging humans' innate fear of missing out -- real life F.O.M.O (Fear of Missing Out)! -- to make

your offer as irresistible as possible? Get your proverbial ducks in a row and move on to part two, the second half of architecting an irresistible offer.