

9 Steps to Architecting an Irresistible Offer

Part 2: Value & Price, Process Branding, Bigger Reasons & Guarantees

THIS is a compelling offer.

Millions saw it and millions couldn't say no. Free snacks. The promise of better health paired with great taste. Enticing-looking treats. A call to action that's clear and easy to read -- and easier to follow.

But maybe healthy snacks aren't your thing. Think about a time when you saw an offer you simply couldn't say no to. Maybe you weren't even expecting to buy, but once that offer was staring back, you practically had no other choice *but* to convert. That's what we're doing here -- we're building on the foundation that we started in [part 1](#) to help you craft an offer so irresistible that has people clamoring and tripping over themselves wanting to give you money for whatever you're selling.

The first part of this series touched on the essential pieces of architecting an irresistible offer: overcoming objections, speaking benefits, creating a hot button close and leveraging urgency and scarcity. With those foundational elements in place, the next steps involve maximizing your offer and making it as compelling, rich and, in a word, *irresistible* as possible. And, like part one, these steps are a lot easier than they may seem at first pass.

Offering meaningful added value

Got the framework of your almost-irresistible offer in hand? The next step is to layer on meaningful added value. Added value can be virtually *anything* that ups the ante and increases to real or perceived value of your offer in the minds of clients and prospects. There are *infinite* ways to do this. You've probably seen some of the go-to examples -- buy the dicer and get the slicer, get a *second* juicer for the price of one, a free carrying case for the first 100 callers...you get the idea.

Added value typically takes the form of a gift-with-purchase -- buy my core system, get the binders for free, let's say -- or a fast-action bonus, rewarding immediate buyers with some unique benefit or add-on as a thank you for being among the first to convert. This step is fairly straightforward -- people love deals, they love gifts and, often, need to be incentivized to take that final step over the finish line. Connect those critical dots by integrating added value and you're even closer to finalizing your irresistible offer.

Make a price play

I can't emphasize this enough: people *love* deals. Making a price play in addition to integrating added value can be extremely powerful in attracting, engaging and converting more clients and customers. That said, I'm not advocating slashing your prices to bargain basement levels -- hardly. But I am suggesting you utilize discounting and/or contrast to help prospects better understand and interpret the value they're getting by working with you.

So what does that mean? Discounts are crystal clear, I'm sure. Order now and get free shipping or 10% off or some other tangible savings over "regular" purchasing. Contrasting, though, is a bit different. Let's say you sell a workout system that's available on DVD. Your clients get *serious* results -- results comparable to working out with a personal trainer, even. In your communications you can use that as a contrast to show the value of your system. By highlighting how much a trainer costs and contrasting that with the significantly lower cost of your DVD sets, you're showing prospects the value your solution brings to the table. It's action-driving, it's benefit-rich and it's pretty irresistible! Layer in a discount or some added value and you're practically unstoppable.

Brand your process

Your process, systems and solutions are great, and they deserve some serious branding. Not only will you instantly elevate your program in the minds of prospective clients and current customers, but you'll be anchoring your message in something extremely tangible and extremely *memorable* -- a win/win.

People, simply, love to buy systems. They crave the "proven process," "renowned formula," or "secrets to success." No matter what it is you do or how you're currently packaging it, consider branding your processes with a powerhouse name that gives people immediate, accurate insights to what you're offering. While it may seem minor, strong branding adds a layer of legitimacy in buyers' minds, and helps them wrap their heads around what you're selling, which can mean the difference between a sell and a pass. Stuck for a moniker? Consider using your name, business name or power words tied to your system benefits or possible objections.

Identify and expound on the bigger reason

Realtors sell properties -- that's their service. But instead of saying, "I sell houses," they invite people to work with them and "discover *home*". Has a much nicer ring, doesn't it? Maybe you're selling books and tapes that help investors create greater wealth. But are you looking for people to buy tapes, or are you looking for savvy partners to join you in this exciting venture? Personally, I'd much rather take advantage of the latter, wouldn't you?

People crave purpose. Whether they're buying a t-shirt, a car or a business system, people want to know that this purchase comes with an inherent identity. Buying *this* makes me part of a tribe and gives me some level of status, acceptance or group integration that I didn't have before. There's a bigger reason wrapped up in this conversion process -- and *I* want to be part of it.

Some brands have taken this notion to the next level. With every sale, Tom's donates a pair of shoes to an underprivileged child. If you buy Tom's, you're part of that powerful giving circle -- even though, really, all you did was buy a pair of shoes for yourself. But, still, it's that overarching purpose that makes the buyer feel good and feel connected to the brand and its experiences.

That's not to say you have to give a portion of your proceeds to charity (though it would be great!), but it does mean you need to identify your bigger reason. Are you striving to help 1,000 entrepreneurs reach and exceed their goals? Are you focused on helping your students generate \$1 million in wealth this year? Something else? People buy identity -- they buy status, they buy inclusion. And you've got that in spades -- put it out there and see what happens.

Formulate your guarantee

You've no doubt seen guarantees in the sales process. Unconditional guarantees -- try this for 30 days and, if you don't like it, you'll get your money back -- are extremely common and extremely compelling. By offering a lenient short-term return policy you're essentially letting consumers dip their collective toe in the water and *then* decide if your system is for them. It's totally risk-free and will compel many to act -- what have they got to lose?

There are also *conditional* guarantees -- personally, I like to layer in both. Conditional guarantees offer buyers all or some of their investment back if they aren't successful after a set period of time -- usually a bit longer term than the unconditional guarantees. What makes these guarantees "conditional" is that they come with some sort of parameters. For example, show me that you've done at least two things in my system and, if you still aren't seeing results six months later, I'll refund your investment in full. But you have to show me that you gave it a college try. That added safety net makes clients feel good about their purchase -- they have time to return it no questions asked, and they have time to really dig in, still risk free. Nothing to lose, but everything to gain.

Following these steps and it's easy to create an irresistible offer and, along with it, a smart, succinct path to purchase for your clients and prospects. Once the wheels are in motion, though, there is one *final* step: the partnership close. Now that you've converted a new client, it's time to turn them into a lifelong advocate and unofficial brand ambassador. Word-of-mouth is unbelievably compelling and, thanks to social media, much more prolific and wide-reaching than it was

before. Encourage investors to share their message with friends, family and their broader social circles -- and, if they do, you'll reward them for furthering your message and your collective journey. Maybe it's offering a percentage of the referral's investment, just for pointing them in the right direction. Or maybe if they refer a certain number of people to your system, *theirs* is free -- three and it's free!

Done right, all of these pieces stack on top of one another can create that irresistible offer. People have low attention spans and an increasing desire to get, get, get. The more of these elements you can work into your offer -- and the quicker you can communicate each of them to your sometimes-captive audience -- the more effective your efforts will be. Take a breath, assess your current and upcoming offers, and see how they can be reframed to cast your products, services and systems in the best, most irresistible light. Then get to it -- your destiny awaits.