

# OFFER SHEET

How To **Grow Your Traffic With**  
Content Marketing

## Understanding The sophistication of your market

These are the **3 levels** you need to understand about your market, according to the classic copywriter Eugene Schwartz:

- › What is the mass desire that motivates your market?
- › How much does your market know about your product? (Their State of Awareness)
- › How many similar products have they been sold about before? (Their State of Sophistication)

**The Primary Question Is: What is the stage of Awareness and Sophistication of your potential customers?**

### Stage 1: First to Market

- › You are dealing with prospects that have no sophistication about your product at all.
- › Your product can be simple and direct - nothing more.
- › An example is when the iPhone was launched - it was the First to Market in its category.
- › **Successful claim:** *“Use our product and lose weight”*

### Stage 2: 2nd to Market

- › There's Competition (you have a new competitor, or you enter the market as the competitor.)
- › An example is when Android joined the market that the iPhone had opened up.
- › At this point you would need to **copy the successful claim but expand on it.** *“Lose up to 47 pounds in 4 weeks or receive \$40 back!”*, or *“I am 61 pounds lighter, and never hungry for a minute”*.

### Stage 3: Massive Competition

- > Your prospects have now heard all the claim, all the extremes.
- > Every time they open a newspaper, another similar headline screams out at them
- > However, Desire never fades and new people are always coming in. (People still wanting to lose weight, Mortgage Loans, etc)
- > **Introduce a New Mechanism to the previous successful claim.** The emphasis shifts from what the product does to HOW it works. *“First Wonder Drug for Losing Fat - Used successfully by thousands of physicians! Lose as many pounds as you like without diets, without exercise, without giving up the kinds of food you love to eat!”*

### Stage 4: Complete Saturation

- > You must elaborate or enlarge upon the previous successful mechanism.
- > Make it easier, quicker, allow it to:
  - > Solve more of the problem;
  - > Overcome old limitations;
  - > Promise extra benefits.
- > *“First Wonder Drug for Losing Fat While You Sleep!”*

### Stage 5: Market Jaded & Cynical

- > Your market no longer believes in your advertising, and therefore no longer wishes to be aware of your product. (Blind to claims) *“Win a free iPad!”*
- > The major challenge is bringing your prospect into your ad - *not through desire* - but through identification.
- > The strategy is the same. The emphasis shifts from the promise and the mechanism which accomplishes it, to identification with the prospect himself.

It's important to know how your Offer compares against other similar solutions available in your market. When you follow the herd, it's almost impossible to position your product as being any more valuable than the "norm".

### 1. At which stage is your Market now?

First to Market

Complete Saturation

2nd to Market

Market Jaded & Cynical

Massive Competition

### 2. What are other people in your market doing and selling as solutions?

Make a list of all the specific, direct and indirect competition you have for the problem your product/service/company solves.

### 3. What are the price points used in each of these products/services/companies competing with you?

## THE CRUCIAL ELEMENTS OF THE OFFER

4. Select below which of these Elements in you can use in your Offer:

### PROOF, TRUST & AUTHORITY

Screen shots

Testimonials

Cited Sources

Awards

Media Coverage

Celebrity endorsements

Big number of Copies Sold/Clients Served

Membership of Industry Associations

Social media engagement statistics

Endorsements

### RISK REVERSAL

Money-back guarantee

Triple/Double your money back

Free Support

Payment Plans

Free Trial

Free if not delivered in time

Trust Seals

Terms of Service

Privacy Policy

No-spam compliance

Results in Advance

Pay For Results

### URGENCY & SCARCITY

Limited Units

Flash Sales

Invite-only

Limited-Time Product Launch

Countdown timer / Limited-time offer

Limited Bundle Deal

Only XX Left

While Supplies Last

Limit Two per Person

Coupon only applies to members

## The Offer In a Nutshell

- > **Perceived Value:** What they are going to get, and how they are going to get it. How you package your products or services, and how you're going to deliver the desired value through them. For example, the Packaging and Fulfillment, the Feature Product, the Bonus Products, the Support..
- > **No-Risk Investment (Price vs Cost):** What your clients are going to pay, and how they are going to pay it.
  - > Payment Plans
  - > Price Drops and Discount Conditions
  - > Always use the word "Investment" instead of cost, price, etc.
- > **Clear Benefit (End Result):** What your solution will do for your clients, and how it will do it. This needs to be a clear demonstration that makes them feel it easy to use your solution and that they will achieve or exceed the promised result and at the promised time or sooner.

## TRANSLATE THE VALUE OF YOUR OFFER

The value of what you're offering is probably incredibly obvious to you. But most people have a hard time "connecting the dots" and figuring out how much something is worth, or what it will be worth in their lives.

If you'd like to dramatically increase your Conversions, figure out how to translate the value of what you're offering into terms that your prospective customer can understand and relate to directly.

Focus on primal, emotional, irrational motivators - and create a formula that allows you to demonstrate that your offering is a **no-brainer** in terms of investment/reward.

## 5. Where is your client right now? (Point A)

From an emotional standpoint, financially, in terms of status, self-worth, relationships, health - where is your client right now? Burnt out, exhausted, unhealthy, economically broken, on their way to a divorce?

Paint a clear picture of how it looks like. This is the point **before** you present them with your solution and bring all the positive change in their lives that your product does. Let's call this Point A.

## 6. Where is your product/service/company going to bring your clients? (Point B)

Happier, healthier, with more energy, closing more sales, surrounded by good people, looking good in the eyes of those who matter the most for them?

Paint a clear picture of how it looks like. This is **the ideal state, after having used your solution**, the desired state where your product is going to take them. Let's call this Point B.

## 7. What is the “currency” or “coin of the realm” that your Prospect is using to value their problem/desire - and the solution?

Happier, healthier, with more energy, closing more sales, surrounded by good people, looking good in the eyes of those who matter the most for them?

Paint a clear picture of how it looks like. This is **the ideal state, after having used your solution**, the desired state where your product is going to take them. Let's call this Point B.

## 8. How will your solution translate into saved currency or gained currency - with a specific focus on the IRRATIONAL motivators that drive your Prospect?

In **Money Terms** (How much you can save)

**Opportunity Losses** (What you're going to lose if you don't take the offer)

**In Terms of Time** (How much time you're going to save, or lose if you don't follow it)

**Hassle** (How much and what kind of Hassle does your solution help them avoid?)

**Emotional Terms** (What kind of emotional gain they will get from your solution, or which bad emotions it will help them overcome or avoid?)

**9. RATIONALIZATION - how can we help them rationalize the purchase in real world terms they understand?**

**10. List 5 to 10 Milestones that your clients need to go through, in order to get the expected outcomes that your product/service/company offers:**

In other words, if you had to take your clients from point A to point B, which would be the points in between?

**11. How is your product going to be packaged and delivered?**

You can package your product in a different format, compared to what other are doing in your market. If everyone is selling ebooks, you can sell audios; if everyone is selling video training, you can sell one-on-one coaching, or many of these combined.

## 12. What are you going to use to motivate action now from your prospects?

In other words, if you had to take your clients from point A to point B, which would be the points in between?

## THE DEAL SHEET

## 13. Write down the most powerful offer you can and reduce it to writing.

You will want to incorporate the most powerful aspects of your Offer according to the worksheets that you filled out above. An example of a very simplified offer would be *“Neil, I will sell you my 2-year-old Tesla for only \$15,000.00 and I’ll let you drive it for a week free before you decide to buy it. I’ll also give you a 5-years time to pay me. Not only that, I’ll throw in a free diving trip to the Bahamas for you and your family, and I’ll personally pay for every drop of gas you use for the first 10,000 miles you drive!”*