

The *Insider's Secret* to Flooding  
Your Business with Leads, Sales  
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**Business Insider Secrets  
Audio Inside!**

**7 Step Countdown to Create  
Irresistible Signature Offers!**

Create a *Signature Offer System* working for *YOU*  
*Every Day of the Year Around The Clock!*

# 7 Step Countdown to Create Your Irresistible Signature Offer!

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## Creating an Attractive Irresistible Signature Offer System

Today we are talking about what an Irresistible Signature Offer System is.

What is the purpose of offers? What should go into your Irresistible Signature Offer System? We will talk about offers, talk about your mind-set.

You will experience what goes into the thinking behind an offer.

It may be surprising to you how many people overlook this area. Many gloss over this essential segment when creating their product, offer and sales letters.

Your offer is the most important component in every marketing asset you create. This includes your podcasts, videos, blogs, CDs or whatever you want to sell.

We will spend our time together in this area talking about how you go about designing your Irresistible Signature Offer System.

You will learn about what goes into your offer. You will learn how you should think about your offer.

You will also discover what you want your audience to know.

You will learn what you want them to feel about your system in an honest way. You do not want them feeling like they are being sold to or that they are inside of a system.

## What is an Attractive Irresistible Signature Offer System?

The concept of an Attractive Offer is what Mark Joyner presents as the Irresistible Offer. Mark teaches how to offer a thirsty audience a second glass of water which is your irresistible offer.

If your business is older than a few years you stress about how to deliver your offer to your audience without stumbling or fumbling over your offers.

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You may feel queasy or uncomfortable about asking for an investment in your product or service.

If that's you today, the Irresistible Signature Offer System will help you overcome that challenge.

The Attractive Offer removes feeling uncertain as you present your offer for what you sell. Achieving this is quite easy because you speak to your audience about their frustration.

You direct your focus on what is important to them.

Because you approach your audience in this context you remove all barriers between you both because you speak their language.

You speak to them about them.

You speak to their ambitions, their goals and desires.

What they want to achieve in their business or in their lives is important to them.

You want to be the solution.

Too many people present their material in interesting or entertaining ways. Then they make the mistake of skipping over essential parts of the offer process.

Their voices change. They speak faster. You can sense their fear if you are in the audience.

You as a participant think there is something wrong with what they are selling. You no longer have interest in their product or service no matter how good it may sound.

Your product, your service is a solution to your audience's problem.

If your offer is not compelling you do your audience a disservice because you deny them the opportunity to make sense of your product or service through your offer.

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If this is your past experience, if you present your material in a clear, deliberate style then race through or skip over the necessary details of your offer design then you can get better.

You will learn today the essentials to include in your presentation. You will learn to present them with ease, with integrity, with confidence.

## Where Do You Start?

You begin with what matters most to the people. You want the consumer, the customer, the client to trust you with their investment. Start with putting your focus on their interest.

Building an Irresistible Signature Offer System begins at the end. The end is where you design your offer with your audience in mind.

This helps you to build structure in your offer.

You assemble your closing points to account for your terms and conditions. You also account for your promise, your pledge. This is where you assure your audience they will receive the promise as you present it during your presentation.

It is also known as your personal guarantee.

## Countdown Step 7: Your Guarantees

Some professionals say there is no guarantee. While that may be true, you must stand behind the integrity of your work.

You want to stand for your audience.

Your guarantee is you standing behind the excellence of your work. You are assuring your audience they will receive the benefit of transformation as you describe it.

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Your audience perceives and receives a set of delightful benefits which create their ‘wow’ experience.

You want to stand behind your work since it is your ‘wow’ for your audience that inspires them. You want them to return to you for more of what you offer in the future.

Many of the well-known experts, when selling their products to an audience, include their promise in their post-script.

This is a powerful placement in your sign-off of your presentation or sales letter.

You leave you audience with a sense of confidence that they are in safe hands with you and your product.

They believe they will receive additional support once they invest in what you sell.

### **Countdown Step 6: Terms and Conditions**

Make your terms clear.

You state without hesitation your Refund Policy, how your audience will receive a credit if they experience dissatisfaction with your product.

You share with them how to reach your Customer Service center with their questions or concerns.

If your products are digital you explain the purpose of the Digital Millennium Copyright Act (DMCA).

Digital product delivery is not returnable unless you have a physical copy that you ship which they can return.

If you deliver products in digital formats like a PDF which is not returnable, your company will offer a comparable product to satisfy their refund request.

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If you state digital products are not refundable but offer a credit toward a comparable product, your buyers are confident their request is heard.

You will maintain a good relationship with your audience.

## Countdown Step 5: Limits

We continue to work backwards from the end of your Attraction Offer System.

You can now address the limitations of your offer.

You help your audience understand why they will want to purchase your offer in real time. There may be a time limit or a quantity limit.

You might offer a group opportunity with a seating limit.

Your group opportunity might have a time limit deadline. Your audience must respond by a certain time of day or night.

Taking the time to explain this area in detail helps them feel the assurance you deliver on your terms and conditions.

## Countdown Step 5: Frustration

As you define your offer keep in mind that you are tapping into the frustrations your audience feels.

They want to overcome many of the obstacles they face in their lives or in their businesses.

You present yourself as their solution provider because you have already been where they are today.

You are connecting with them. You want to demonstrate your own experience with the obstacle.

How did you define those blockages?

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How did you overcome those blockages?

For example, it may seem counter-intuitive to talk about why it seems difficult to expose a blockage in writing an offer in detail.

Sometimes we forget what it is like to present an offer, skip the essential parts then move on. We are not considering our audience.

Did you make offers in your first year of business?

In the early days of owning a new business, your presentations are good but there are no sound offers.

Zero offers!

As a green business owner, figuring out why no one calls or comes back to ask about what your business does is a mystery!

You do not realize business does not work that way. This is a big beginner mistake!

Then, as you create more presentations there are times when you include so many facts plus figures you assume your audience knows that you understand their challenges.

Not so.

The opposite is true.

In their reality there is a disconnection from you offer because there are no feelings. You do not project a sense of understanding of what they are going through. Your offers are not relevant to them or their situation.

Coming from an employee mindset, thinking that things like sales just 'happen', is the fast track to failure.

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Taking a few sales courses will help create and structure offers. Yet your offers can still lack a real understanding of the minds of potential buyers.

This is not true for all new business owners but for some it is a chief cause of a business failure.

You can correct that with more experience or you discover the missing ingredient.

What is the missing ingredient? An emotional connection with the audience is a vital element in connecting with any audience.

**Professional Tip:** When you do not have an offer you cheat your audience. You are not in your highest service to them.

Not taking the appropriate amount of time to discuss this area with your audience is neglecting how they feel about their situation. They want and need help.

It is not difficult to understand audience frustrations if we ask.

This is why most visitors come to a presentation. They look for solutions not more problems.

### From Bonus to Gift

The bonus is a complimentary addition to the product or service you sell. The bonus must be consistent.

It must be relevant to what you sell. It is just like offering a cleaning product with apple pie!

Desert is inconsistent with cleaning products. Offering a mop or a hand-towel is consistent.

The best bonus offers are an extension of the product or service you sell. A bonus illustrating where to use the product is a real delight to your audience.



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Many times that bonus will sell the product because you audience may buy the product or service just to get the bonus.

Write the title of your bonus as a benefit to the audience.

Think about positioning your bonus as a gift. When you speak of your gifts to your audience you increase their attention.

They express real interest in what you present through listening.

### Irresistible Pricing

The price of your product is important to the attraction of your offer.

What do your competitors charge for their products?

What about the price of their services?

*This is the approach business owners use to determine pricing. It is the biggest beginner mistake in the market.*

Does the competitor price go up after a specific time?

How do they handle discounts? Are their products or services on sale? This approach to pricing your product is only a place to start.

It is not scientific. You do not want to use this method

You can aggregate the prices you find among competitive businesses. Those businesses should be similar to yours. It may help you arrive at your price.

This is what most business owners do. **DO NOT TAKE THIS APPROACH.**

You want different approach from what you just learned.

Do not overlook value in your product or service.

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You want the perception of value in what you offer to be much higher than the price you charge. Price your products and services on the value of the transformation the client will experience using your products and services; by working with you.

This way you establish a perception of value in your business, your products and your service offerings.

**PRICE YOUR WORK ACCORDING TO ITS VALUE.**

### **Objection**

Next you want to address objections to your products and services. This is the area where you want to list as many objections as you can think of.

Price, time, money, lack of confidence or anything else a potential buyer may use to say no to your offer is something you want to anticipate.

Along with objections you want to think through how you will answer their 'no' or uncertainty.

Keep in mind you will hear a 'no'. You want to uncover what the person is saying to you. Often a 'no' means "Not right now".

This is where a payment plan can overcome an objection.

Your main job in answering objections is in understanding what the customer means.

The answers you receive may surprise you.

Let's look at what that customer's life looks like as they arrive at a 'no' answer because it may not be the price alone.

You may not have taken in account what their real life looks like.

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If you take time to use a little bit of market research you will discover the answers. The answers will reveal problems in the connections you have with how people are experiencing your offer.

Do not use a survey but visit a few forums.

Surveys have a low perception of value in the mind of the audience. Your audience might believe they are doing your work for you.

This is where social media may work better for you.

You can ask none intrusive questions of an audience. Use your experience with something in Amazon for instance.

Ask the audience if they had a similar experience.

Ask them what they would have done. You can ask for their opinions.

Ask for their recommendations.

On social media platform questions are seen as opportunities to learn. People will share their insight. They will offer you their advice.

You can test this by asking how people feel about surveys. Ask them in which context will they feel good about participating in a survey.

Respond back with a question asking why they feel the way they do about a survey. This method helps you gain insight. You are also striking up a conversation.

You are contributing. You learn at the same time.

There is another method you can use when you address an objection.

Tell a story.

Share with your audience a case study from your business where someone you helped achieved a specific result.

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Talk about the condition of that case when it came to you. Speak about the reluctance on the part of the person who came to you.

Share the concerns the person did not want to share with a reason why. Share the seriousness of the problem for the person.

Talk about the first steps you took to help the person get calm about their direction. Illustrate how you took that person from a place of concern to a place of relief.

Describe how that person took your training, suggestions or whatever you did to help to overcome where they were at the time.

Do not make up your stories but talk about them through the case study framework. Help your listeners visualize themselves as a participant in your story.

You want to help your listener realize that what you describe is just like the place where they are at the moment.

You want to talk about the challenge the person in your story overcame. Define the steps you took with the person to help them achieve success.

You can learn the art of the Art of an Offer from five different experts. Each individual expert shares their best work.

The experts will share with you their best insight on how to create an offer.

The process is not easy. It takes real thought, real knowledge and understanding of what your market wants, what they want to accomplish.

Much of your personal success in your business can come from one-on-one, face-to-face communication with people through casual conversation.

Because you may not know how to sell, without a professional sales background, you might not appreciate direct selling techniques.

What you can use is to talk to your listener about them.

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By learning all you can about the person it is easy to see where they might benefit from working with you.

It can take time to reach this point. By taking the format of an offer, turning it upside down your success in business will increase.

Your ability to alter your approach to the structure of an offer will bring you success.

### **Countdown Step 4: Real life description**

You have to talk the people's talk. Marketers will tell you to listen to the words people use to describe their life.

In time you will realize you need more than what people say.

Experience will teach you listening to people for what they do not say. You want to get comfortable asking people to tell you more about something they may share.

A very simple question is: 'can you help me understand what you mean by that?'

This technique helps you uncover what the person is not saying. You are honing in on their reasoning behind their objection.

You accomplish two things for yourself in preparing your offers.

The first is you get to hear the language the person uses. The second is the speaker appreciates you listening to them.

You listen with intent to what that speaker shares.

A hidden benefit is you establish a connection that you can use as you begin designing your offer. Look through the window of a person's life.

Keep in mind what you see there.

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Add those observations into how you describe what your offer is. Think about how your offer will help your audience.

The next element in creating your offer is keeping your focus on ONE problem.

When you give too many problems that you solve you confuse your audience. Remember your audience is made up of very smart people.

You are a smart person. It is very easy to confuse people. You do not want to increase confusion with your offers.

In a recent presentation, the speaker gave a clear presentation with an unclear offer. The attendees were asking questions on a live call.

They were smart people with professional credentials but their confusion did not help them understand the presenter's offer.

The problem with the presenter's offer in defining all the possible solutions did not help.

The confusion in the audience rose eighty percent or more. In the open question and answer session the audience questions were all about the many solutions.

It is imperative you limit your solutions to one problem or you increase audience confusion.

People do multitask when you present. There may be children in the room or a dog barking.

There could be a spouse signaling the listener to interrupt their listening to you to answer a question about that night's dinner.

Experts say confusion in an audience prevents a purchase. People do not buy if they are confused.

Keep your offer simple, easy!

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People have a lot of things on their plate.

## **Main Problem Solved**

You must be aware of this as you design your offer around the main problem you solve.

Your Irresistible Signature Offer System must answer the questions your audience asks most often.

“What do I walk away with? “What will I get out of this?” “How will my life change? What does my transformation look like? “What happens if what I learn does not work for me?

“Is what you teach personal development?” How many people use your product?” “What kind of results did they get?”

These are just a few brainstorming questions you will hear from people. Many of the questions are a subtle way of raising objections.

You want to understand know your material so well that you are able to give honest answers to questions.

This transforms your answer to help you reach your authenticity.

Be aware you are speaking to people one-on-one. Each person has a concern. They have a fear.

They will not always admit to you or to themselves that they are experiencing a crisis in confidence.

They feel overwhelm. They want a simple solution to their complex problem. Remember their problem seems like a mountain to them.

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Your job is to make that mountain appear to be a small speed bump.

In order for your offer to ring true with the audience, you must have the patience, insight, and understanding of them.

You must understand who they are as human beings. They have stories they have to tell. They want to be heard.

They want an assurance in their minds that you can help them walk away with a tangible solution.

Offers are all about addressing people in a human way. Once you align your work to their wants your success will come almost immediate.

### Countdown Step 3: Claims

As we move up through the process of designing offers that resonate with the audience we next address your claim, your promise.

When you assert that you can help someone become successful you have to use supporting proof.

Understanding this segment is about learning how people buy. There is always a buyer's remorse. Always!

By nature, human beings purchase with emotion then justify the purchase with logic. All of us do that.

After the credit card is hit people begin to ask themselves: "Did I make the right decision?" "Will this purchase work for me?" "Can I get a refund?" Then they look at their bank account or our credit card statement.

They yell a big "Oh no, what have I done" happens. People tend to remember the negative in their lives rather than dwell on the positive things they experience.



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It does not matter if you have one dollar or one million dollars.

Human beings question themselves around making good decisions. No one wants to make a bad decision.

We question ourselves about everything we do.

Whether we start a family, return to school for more education, buy a car or invest in a pet for companionship, we always double think ourselves.

People ask you the questions because they ask from a place of doubt in themselves. They may not have sufficient belief that they can accomplish their goal.

Whatever the challenge your audience faces, you must have a confidence that says to them that you can solve their problem.

You want to be confident in an honest way that empathizes with their experience.

In an honest way, you want to address what challenges them positioning what you sell as your unique solution for them.

Your promise in your offer can be as simple as adding support for people in your Irresistible Signature Offer System.

You may offer a separate support package allowing the person to have a more in depth experience.

Just know that support is available aligns with what they want. What your audience wants is an assurance that you will not abandon them after they make their purchase.

They want to know they will have a place to ask questions.

They need to know they can receive get real human support.

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## Countdown Step 2: Benefits

Our next step up in our Irresistible Signature Offer System is a focus on our primary benefit. Your audience should receive three primary benefits.

Suppose your offer helps your audience *save time, reduce costs, increase revenue*.

Those are three primary benefits your Irresistible Signature Offer System may include if your offer is a business focus.

It does not matter what business you are in. Your primary benefit should contain three benefits.

Focus on results that help the audience become better at whatever it is they do.

To illustrate this point, here is an example for restaurant owners. Couples who have been together for a number of years share what they call a date night.

Their date night is a time they have time away from children or away from their pets or time away from parents.

As a restaurant owner select a day of the week calling it date night for couples. Offer a special meal as an attractive evening to your offer.

The trick is to announce the date night special with a personal, custom letter to your patrons. This is possible if you know who your audience is.

To do this well, you must have a collection of names with addresses plus phone number if you have them.

Over time your database identifies who your couples are. This allows you to create a custom connection with your patrons.

These are the people who will appreciate your date night offer.

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The primary benefit works well here because benefits mix and match creating an exceptional experience.

Select three primary benefits that resonate with your couples.

Here are three:

- You and your spouse will have the time to enjoy quality conversation between you.
- You will not have to worry about whether your children are safe because you left them with a person or people you trust.
- You get to share valuable time and exceptional conversations with the person who matters most to you.

Transform your offer from ordinary or just another night into an exceptional, extraordinary event for your couples.

### Action Takers

Answer the next question upward on the ladder of Irresistible Signature Offer System which is identifying who will take immediate action on your offer?

This is an area where you must have as good a sense of your market as possible. Who is your target market? Who might your ideal client be?

Begin with understanding the business you are in. Understand where your business fits within an industry. Ask yourself about the types of people you want to serve. Who would you like to work with?

Who will benefit from the work you do in your business?

This is a process of positioning. It is also a process of elimination.

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You must be clear realizing you cannot serve everyone. Your market is not everyone. If you do, it is almost like saying you help everyone with a pet.

That includes dogs, cats, birds, snakes, fish, elephants, rocks...

Narrow your market, narrow your niche. Specifics help your business grow by defining your offers in specifics for the niche you serve.

Once you become clear about your ideal clients then you are clear about who will resonate with your offer. You have a clear picture of who will take action.

Who will take action? Who will invest in your offer?

It is people who want change or who want transformation?

It is people who want to improve themselves, improve their lives, or improve their business?

Perhaps it is people who believe you can help them achieve a range of heights only visible to them in their minds eye.

Or maybe it is people who want to leave behind them their frustrations. They want to abandon being fed-up with the ordinariness of their lives.

They want to drop the mundane, the average, and the mediocre of being run-of-the-mill.

Can you deliver this to an audience, a market who wants to raise their hands? Can you deliver to people who want to say yes to you?

If you cannot deliver at this level, then you want to grow there or - rethink what you do.

### **Pricing Psychology**

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Now we move further along toward the last three elements we need to have in building our Irresistible Signature Offer System.

In this segment we examine pricing psychology.

Before we begin here is a tip for you: NEVER compete on price. Compete on value ONLY. Today there are new entrants into the market charging \$0.10 for questionable quality material.

Perhaps you or someone you know got 'taken-in' on one of these offers.

If yes, you are a victim of Shiny Object Syndrome.

The very letters S.O.S. are a distress call that you tread dangerous waters.

Shiny Object Syndrome products are the hardest to implement. They carry a false promise of easy. Right now you are experiencing how much time and attention you must give to your products.

You want to concentrate on your market.

You want to focus on how you attract your market. You want to pay close attention to the work you must put into crystalizing your offer.

If you expect to earn your way into a viable customer base you want to remain within an integrity base with your market. It is too easy to look or appear false in the eyes of your audience.

Remain true to your integrity with your audience.

There is more value in that statement for you than the price of a dime. Keep that thought as you build your Irresistible Signature Offer System into a design that works for you.

The focus of this section is Price Psychology

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The psychology of pricing is scientific. Your market is aware of the psychographic manipulation marketers use in their pricing.

It is a fool's game to try to hide or mask your pricing strategy with your target market or any market.

The American consumer what it means when they see..."but wait there's more." Late night infomercials teach a lot about marketing.

Your market understands why marketers talk fast when trying to 'push' pricing.

Watch QVC, for example, for teaches how to evaluate price. People understand what digits mean when it comes to the price of a product.

It is in your interest to understand pricing as well as your target market does.

As an illustration, your market recognizes a price ending with the number nine suggests sale.

The number seven suggests a discount.

The number zero suggests a premium price.

The number five is seen as an executive business price.

Think of the business platform LinkedIn's pricing. You will see a preponderance of fives in LinkedIn's pricing page.

QVC is the best teacher of product pricing for the price sensitive masses.

Prices ending with the numbers one, two three, four and six appeal to a price sensitive mass market of buyers.

There is a number holding a particular place in the buyer mindset which we will cover later.

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When you price your products you must evaluate the quality. You want to qualify the value of what you offer.

You want to stress what the product or service does for the buyer.

You want to give detail about your product to help your audience understand what they are buying. Help them understand why they are buying.

As you offer your program, package, product or service think about payment plans in the form of daily equivalence.

Daily equivalence is the price of four Starbuck's Choco Mocha Latte's you can experience our product in one afternoon.

By creating a numerical anchor you influence a favorable perception of your price.

You want to pay attention to how you design or position your price in your Irresistible Signature Offer System.

### **Real Value**

The best place you can compete in the market is not on price but on value. The value is built from outcomes.

Outcomes possess an essential value that meet the consumer, customer and client need.

Your real value is how well you deliver the value promise of the outcomes in your product or service. Few people deliver on these terms.

Using this method you position yourself as a market leader.

Real value influences what you are selling too. When you sit down to describe your products or services, go into as much detail as you can.

Do not focus on tasks but do focus on value.

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If you can quantify what the audience can expect it adds to the value of your offer.

## Countdown Step 1: What You Sell

At the top of your Irresistible Signature Offer System is what you sell. Is it a product? Is it a service?

This is the precise point in your offer where you want to take time to talk about what you sell is as much detail as you can provide.

You know your product well or at least you should know it well.

You are closest to it.

You must *love* your product if you hope to attract your audience.

In describing the product you must take a step back. Look at every aspect of the product.

To be effective in your description you want to experience what your product does yourself.

A few people will document the product step-by step. What this does is help to understand from the buyer's perspective.

You will learn what they will experience. You will appreciate how they will experience it.

In each step of your product you want to from what each step does for the buyer. No detail is too tedious to document.

It does not matter whether or not your product is a piece of software, an audio or eBook.



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You want to capture all the detail as if you are experiencing the product for the first time.

Once you have all the relevant details with your product give it to someone you trust. Make certain you trust the person to walk through your step-by-step document.

Ask that person to point out to you anything they do not understand.

It is helpful if you can be near the person as they experience the program. Go through each page as the person follows your document.

You will observe and evaluate the 'user' experience.

The value to you in taking time to observe will influence how you describe your offer.

When you talk about the product you will speak from the place of creating the work. You will speak with experience when you use the product.

You will also speak about your product from the end-user's experience.

When your 'tester' completes your document close the product to get immediate feedback from that person.

Ask the 'tester' for permission to use their feedback in the form of a testimonial. Your audience will want to know someone aside from you uses your product.

This is one way to increase authenticity to your offer.

Another advantage of using this type of authentication is you end with a document you can hand over to a sales person, or to your customer support service.

They can use the document to address any challenges your buyer may encounter using your product.

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The same is true if you are selling a service. A tester can validate for you if your service works.

You can also ask for feedback from your tester about the service as well.

If you document the product you can decide whether or not your product should have a service package. When you add a service benefit to your product you increase its value.

You can ask your tester for input in a support service for the product.

It may take a little bit of extra time yet the dividends will pay off when you use the results from the first test.

Conduct a second test with someone else you trust. Follow the same steps with the first test.

Observe each task documenting each activity.

Ask for feedback. Get permission to use the feedback as a testimonial.

If you decide to add a service to your product allow your second test to experience the support service too.

You will end up with as complete a product and service as you can achieve.

At this stage you want to clean up your document. Use the notes you took through each test putting those findings into your document.

Your final step is to begin writing your benefit rich offer to present to an audience.

As you write concentrate on the benefits of your product. Next write about the service features. Emphasize ease of use.

Make a reference to the packaging if you are selling a physical product.

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It is reasonable to talk about the color options of your product if it applies to what you sell. Is there a download? Is there a service manual?

Pay careful attention to how we place our focus on the customer first. We consider their experience before we write about anything about our product.

Customer focus is possible when we devote considerable time to their experience.

*All this contributes to the irresistibility of your offer.*

You will also notice that when we put the consumer first it becomes easier for us to write about the features we offer in our product.

That is because we are still considering the customer experience but now we are emphasizing how what we sell to appeal to them.

By reversing the Irresistible Signature Offer System from a top-down approach to a bottom up approach we invert our thinking away from ourselves as well as what we sell while placing our emphasis on how our customer will feel about our product.

This effort is important in order to increase the value of what you sell.

### Next Steps

You now have a powerful tool you can use in your business. Remember the approach here is bottom up rather than top down.

If you think of the bottom of a sales letter we have built this system from the ground floor up.

The very worst thing you can do with this training is let it sit on your hard drive. You have to take a chance. *Practice* what you learned in this short presentation.

## 7 Step Countdown to Create Your Irresistible Signature Offer!

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You will notice you did not see any references to copywriting. There is no mention of swipe files. You are not reading about gimmicks or tactics.

What you are learning is how to take an inverted approach to constructing an offer that follows a logical flow.

You want your audience to appreciate the training you bring to them to help them achieve their goal. It is your opportunity to teach what you know.

You want to own your material, know your work, and make you highest most honest presentation.

You want people to resonate with you because they sense that you are speaking to them from a place of integrity. They sense that you have their best interest in mind.

They gain this sense because of the way you speak with them.

You talk to your audience as colleagues bringing insight and sharing from you own experience and portfolio.

You want your audience to gain from your talk a sense of why you are presenting to them.

You want to help them appreciate that you are speaking to them from a place of real experience.

You understand their challenges. You recognize what it means to struggle. You, yourself have struggled.

You invested in yourself yet you appreciate what it means to step up to share.

Your hope is that you can help another person over what seems to be insurmountable odds against their success.

Putting one foot forward followed by the next step is daunting if you are tackling an area where you do not feel confident as an expert.

## 7 Step Countdown to Create Your Irresistible Signature Offer!

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Share those stories where you came forward without forethought to help a person because you know what it is like to be where they are in the moment.

Realize that circumstance will propel you out of your place of comfort. You will find yourself in the front of the room when you intention was to remain anonymous.

Use this material to help you craft offers that resonate with your audience. Delight you potential customers with you sincerity to help them reach their highest potential.

When you take that approach you will not only give back but also pay forward to new people from the wealth of help you now enjoy in your collection of tools and resources,

This presentation is brought to you from ten years of trial and error, from false starts, training.

There was a time when training like this sat on a hard drive out of fear or lack of confidence that the material had real value.

There comes a point in your life and in your career where you say...that's it. If not now, when?

Make yesterday's fear part of the past when you are today and now.

Implement; implement writing your way to extraordinary success helping more people achieve their dreams while you satisfy your higher purpose.

You will get results if you work this Irresistible Signature Offer system!

# 7 Step Countdown to Create Your Irresistible Signature Offer!

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## Two Free Offers

1. Download our free ebook on Five Step Revenue Marketing Design Process
2. If you'd like to arrange a **20-minute consultation** to review your company's marketing and develop 2-3 new strategies to recession proof your business, contact me directly at [ellen@business-accelerated.com](mailto:ellen@business-accelerated.com) or call me at **845-202-1113**.

## How We Can Help

Business-Accelerated® Company offers several different levels of assistance to CEOs and business owners who want to attract, engage, and win more customers.

**Problem:** “How do I know which marketing strategies and tools will help us close more deals? There has to be a more systematic way we can market our products/services.”

**Solution: 30-Day Marketing Firm.** A power and effective 30 day engagement during which we help you identify your specific target markets, collect and create differentiators, develop realistic 12 month goals and strategies and help you systematize your plan.

**Problem:** “We always get beat up on price because we sell a “commodity” or because we have no credibility with prospects who've never heard of us before.”

**Solution: Thought Leadership Strategic Work Session:** A full-day work session with a set of tools, templates and consulting time to help you build a substantial following of prospects and buyers ready and eager to do business with you without using ineffective “interruption tactics.”

**Problem:** “Our website and marketing materials are out of date, ineffective, or focused on all the wrong things. We need to get all our materials speaking prospect language!”

**Solution: Marketing Language Bank Work Session.** A customized half-day work session with you and your team to brainstorm, strategize and finalize your Marketing Language Bank from which you can build all your future marketing campaigns.