

How To Craft Mouth-Watering Irresistible Compelling Offers



Leaving Your Prospects Desperately
Salivating Over The Order Button!

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About The Author

Bret Thomson

Bret Thomson is one of Australia's highest paid in-demand copywriter/marketing & conversion strategists, best selling author, speaker, coach and mentor to thousands.

Bret has been the secret weapon behind some of the largest (and most profitable) direct response marketing campaigns in Australia. His wickedly effective ability to nail the BIG IDEA is admired and respected by even the most seasoned marketing experts.

Starting out in his own direct mail business, Bret's name and reputation skyrocketed to legendary status very quickly when he took a product that was barely making any sales at \$498, and sold it for a whopping \$1,498, just by enhancing the sales copy. Not only that – he outsold every other distributor (who were still struggling to sell it at the old price) by 600%... making over \$125,000 in his first 5 months of his start up business... working from his kitchen table.

Mal Emery says, *“Bret is one of the greatest copywriting talents to ever come out of this country. A rare talent who I personally pay big dollars to write for me.”*

Before long, Bret was in hot demand by some of the country's greatest marketers like Mal Emery, Andrew & Daryl Grant, Jamie McIntyre, Darren Stephens, Ari Galper, Darren Stephens, Spike Hummer, Jennie Armato, and the list goes on.

He consistently creates successful multi-million dollar marketing campaigns for his clients, and is responsible for the marketing behind bringing Sir Richard Branson out to Australia.

Bret is a sought after Marketing expert, freelance copywriter, master sales and conversion strategist, explosive and entertaining stage presenter and creator of one of the most popular copywriting products in Australia, “The 7 Hour Sales Letter”.

Bret runs several seminars (that constantly sell-out in days) each year, and facilitates numerous coaching programs throughout Australia, combined with online mentoring to students from all over the world.

To find out more, duck over to Bret's popular and entertaining blog at:

www.BretThomson.com



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How To Craft Mouth-Watering Irresistible Compelling Offers

Leaving your prospects desperately salivating over the order button!

This is one of those “make-or-break” deals in the copywriting world... Ignore this at your own peril.

I'll start by saying this. ANYONE can get good at this. But to be GREAT at crafting an offer... it usually takes some good ole fashion teeth-grinding guts!

Or what some refined folk call: “courage”.

For those of us in the know... typically... the gutsy-er the offer.... the bigger the response. Period.

You can tick all the boxes and get a gold star with everything else... being, headline, bullet points, conversational copy, design, right market, right media, right message... the works! Heck, you can even have them pre-disposed to buy from you...

Yet, you can still STUFF it all up and not get the sale. Why? To be blunt... cos your offer SUCKED!!

Too weak... not compelling enough... no point of difference.... no urgency... just plain vanilla boring!

If you're unhappy with your current sales... and you're stumped why? Well, just maybe, you need to breath some life into your OFFER and give it a jumpstart!

And know this... When split-testing and measuring a sales page... the OFFER is probably the 2nd aspect I'd change, after the headline.

Okay, enough throat clearing... time to roll the sleeves up and help you master the art of creating bone-crunching offers that demolish your competition... and cause a frenzy of cash-in-hand-ready-to-buy clients to rush your way...

First up... ask yourself this question:

Is Your OFFER Irresistible And Compelling?

Well, is it? Do you even know?

Before I give you an example of a totally irresistible and compelling offer... let me unravel an ancient marketing secret for you. Are you ready?

“Find out what your market wants... then give it to them”

Ooowwww.... Pretty profound, right? You can pick up your jaw from the floor now...



Look, as brain-dead simple as that sounds... it's often totally overlooked by some wanna-be-marketing-experts.

If you want to be a marketing expert in just 30 seconds... then pay attention. Here's how to do it...

“Ask your clients what they want”

I know, I know... that doesn't sound like a hard-hitting advanced tip... but it carries more weight than you'd realize. Don't assume you know what your

client wants. Let them tell you, then try and take it to a whole new irresistible level.

Okay...

Time to squeeze the throttle with white-knuckle-intensity...

Here's a taste of one of the most irresistible offers I've ever seen. The story goes something like this...

In the midst of the violently competitive Las Vegas Casino industry... one man stuck his neck out with an “irresistible offer” that, according to his friends, caused some serious concerns about his mental health!

His name was Bob Stupak. He was the owner of a “Vegas World Hotel” and one of the savviest entrepreneurial marketers to ever take on Las Vegas.

Here's the offer Bob rolled out to the market... Check it out:



For only \$198 (or \$396 per couple), you can stay in a luxurious mini-suite in an exciting Las Vegas Hotel, right in the heart of the action... tickets to one of the shows with a BIG name entertainer... a chilled bottle of champagne in your room... an open and unlimited bar tab at the tables, slot tables, or even one of the lounges... PLUS \$1,000 of chips to gamble with... where you can keep all the winnings... and a SOLID

guarantee you will win either a T.V, VCR player or a faux-diamond ring!!!

AMAZING RIGHT?!?!?

Hold on a sec... He went massively negative straight of the bat... So how DIDN'T he go broke? Obvious question, right? I'll give you a clue... actually, blow that, I'll tell you straight...

He knew his maths. Meaning, the numbers “eventually” worked in his favour. He understood the “lifetime value” of his customer... I'll touch on this later on... but for now, here are the results of Bob's outrageous offer..

Bob used the cash-flow from selling these packages to grow his hotel from a tiny, slots-only joint, to a gigantic two-towered classy establishment. He kept his hotel filled to capacity... with a waiting list... and got paid, get this, months, even years in advance by his guests. All thanks to his brass-balls gutsy offer...

Take note: Do you know the lifetime value of your client?

Bob knew that once he got his guests into the hotel, that they would eventually spend WAY more than the upfront cost of his offer. Let me explain...

Let's say the hard cost out of Bob's pocket was, say \$2000, give or take... and let's say, on average, each person who took up his offer would spend, say \$4,500 through his casino... So the worse case scenario is he would profit \$2,500 each guest – PLUS cause a frenzied following of referrals!!

Something else worth noting... As soon as the guests checked out of the hotel to go home... Bob would send, in the mail, the same offer again and pick up immediate repeat business.

That, in itself, is a massive lesson for you right there. I break out in a cold sweat when I think of how much time, money and energy is drained by finding NEW customers... when, in a nano-second, the easiest path is to re-activate existing customers. *Don't get me started on that one...*

Sorry, I digress...

Okay... let me lay out the makings of a crunching offer for you, in some kind of a systematic order.

Step 1. – Find out what your customer REALLY wants.

How? Like I said before... try asking them... in person, through an online survey... whatever...

Thinking back to my old nuts-and-bolts selling days (yes, that right. I used to be a nuts and bolts salesman, true story). Anyway, we used to try and sell building materials to some pretty hard-nosed tradesmen.

Some of these old-school lads were heavily set in their ways, like welded steel.... especially when it came to changing suppliers.

I tried everything... massive discounts, 24/7 free delivery, extra stock, even cartons of beer... only to be slapped with a monotone reply, "She'll be right mate, I'm happy with who I'm using".

Really? Right... Of course you are...

The thought of "change" was too great for these Neanderthals ... I needed a bigger lever. And the lever showed up in the shape of a 90-liter fisherman-quality blue esky.

I swear... once I offered them one of these fancy 90-litre blue esky's for their first order over \$2,000... Whoosh... they dropped any loyalty like a hot coal!

Some would have traded their wives in for one of these beauties!! The funny thing was... the blue eski only cost me \$280... hardly made sense? But the point is this...

I FOUND OUT WHAT THEY WANTED!! And the orders came flooding in!

So what is the "blue esky" bonus in your offer?

Okay... I need your full attention please. Here's an exercise that'll help you create a wish list for your clients.



It's called the "**Magic Wand Technique**" – and it goes something like this...

Imagine you had a magic wand and could create anything possible for your clients. I mean ANYTHING. Let your mind drift into a child-like state and write down everything, doesn't matter how absurd, that you think they WANT.

"WANT" being the operative word, not NEED.

Heck, better still... ask some existing clients to create their own MAGIC WAND wish list... there's a thought?

Remember... You ARE NOT your clients! Don't assume you THINK you know what they want. Ask them.

By the end of this exercise, you should have a large list of possible bonuses you can use for your AWE-INSPIRING OFFER.

Step 2 – Work out what the lifetime value of your client is

The reason this is number 2, is so you don't put a "financial ceiling" on the creative process when building the "magic wand" list. Get it?

If you knew you could acquire a client that would pay you \$1000 every month, like clockwork, for 24 months... how much would you BUY that client for?

Think about it... $24 \times \$1,000 = \$24,000$ over 2 years. Would you spend \$500 to get that client? Well, would you, yes or no?

Would you spend \$1,000 to lock that client in? What about \$2000? Short sightedness won't serve you well in this exercise. You need 20/20 vision.

Need convincing? Go back and read Bob Stupak's example. This next example should be a slap-in-the-face-wake-up-call for you...

Anyone who has studied emotional direct response marketing (EDRM) for longer than 10-minutes should have heard of the NO-BULL Straight Shooting Doctor of Harsh Reality Marketing Genius, Dan Kennedy. Undoubtedly the KING-PIN of street-smart marketing on the planet. Okay, enough boot polishing... listen to his answer to the following question:

"Dan, if you had to go back to the beginning and start all over again, what would you do differently?"

Dan replied, "I would go NEGATIVE more to acquire a client."

You see... Dan knows that the hardest (and most expensive) aspect of marketing is to FIND A NEW CLIENT. Once you have them, you can sell to them forever...

Okay... So once you've figured out your budget for your offer... work out what you can offer

them that'll make them feel like an idiot for saying no.

Let your mind run wild... push your greed and scarcity to the side... lay it on the table and cause some commotion amongst your customers. Just maybe... you'll be blown away with your results and never look back!

Okay, next point. When you're crafting your offer... think about this:

Can you make your BONUS your OFFER?

What does that mean?

Can you offer them a free bonus that is soooo compelling, that they actually hit the order button for your product (or service) just to get your bonus?

Do that, and you have pretty much made your BONUS your PRODUCT. Clever. Remember the blue esky story? That's what I'm talking about...

People LOVE free stuff.

Yes... even the fancy-pants CEO's of large corporations. They still occasionally drool over the discount catalogues just like everyone else.

My point is this: Throw in FREE Bonuses where you can – but with the proviso that it's a bonus they actually WANT.

The best example of "Making Your BONUS Your Product" is from my ole mate, mentor, and rebellious rogue marketing genius, Australia's "Millionaire Maker", Mal Emery. You'll love this...

In the incestuous over-crowded seminar game, Mal Emery still holds the title of "breaking new ground", with this smart, calculated, yet sneaky crowd-pulling maneuver.

In typical Bob-Stupak-Style" Mal offered two free tickets to Hawaii, as a bonus, for anyone who attended his FREE seminar. That, my friend, was a game-changer at the time!

You see, Mal knew his numbers on the "backend". Meaning, he knew he would make WAY more money at his seminar - than the cost of the tickets!

I also know that Mal didn't have to pay for the tickets till AFTER the event! So who really paid for the Hawaiian tickets? That's right... his clients!

So how can you add a "ticket-to-Hawaii-style" bonus in your offer?

Ready for another super cool advanced insight?

Look outside of your industry

Probably THE most valuable time spent on your business is THINKING about how to intensify your offer.

To do this well, you need peripheral vision... to look outside the square... to challenge the "norm". Step away from your industry and take off your tunnel-vision goggles for a minute...



What kinds of offers are being made in other industries? (outside of your own)

Let me demonstrate...

I recently came across an advertisement from a company in New Zealand who were selling luxury cars. How's this for "borrowing" an outsider's idea...

"BUY ONE CAR AND GET ONE FREE"

Beautiful... The deal was; anyone who purchased a luxury car would get a smaller car for free. You know... one of those little hatchback, dare I say, "chick" cars... for FREE.

Original for the car industry... but not an original concept... Brilliant.

Again, look outside your industry and get creative. Maybe you can offer a new payment system? Or crank up the guarantee?

Remember the famous DOMINO pizza story? They went from a struggling one-man show pizza shop to an international business phenomenon. All because of this unique offer:

"Hot Pizza Delivered In 30 minutes or it's FREE"

What can you guarantee or it's FREE?

I saw another clever marketer, Mark Joyner, make an offer for his suite of products. How's this for a unique twist...

What usually sold for \$197.00, he put a sliding-countdown-price on it, starting from 10 cents. Let me explain...



For every person who bought...the price went up another 10 cents. When I saw this offer it was at \$8.70c. I quickly bought it just to see what would happen next.

The next day I went back to the site to see if it was a true offer... and sure enough... the price was now \$14.30c.

What a great way to create URGENCY!!!

Now what happened next was a critical part of the formula. Following my investigative purchase, I was instantly bailed up for a string of up-sells and down-sells everywhere I turned. I was very grateful for an awesome marketing experience from Mark. Hats off to the guy...

Perfect segue way for my next point...

Here's another critical factor for your offer – well, it's a refresher for you cos I've brushed over it before. But vitally important:

Add URGENCY and SCARCITY

Don't leave this out of your offer. Like it or hate it... this kind of psychology works.

Don't shoot the messenger... As Good ole Mal says...

Do you want to be RIGHT, or do you want to be RICH?"

Bottom line: The harder you make it for people to get what you want... the more they want it. Now don't be confused with what I'm saying here. DO NOT make the ordering process hard (I'll cover that in the next point)

... But make them feel like there is a real chance they could miss out all together if they don't act quick enough.

Side note: PLEASE make this legitimate. Don't create false scarcity. People's B.S detectors will start ringing; you'll lose their trust, and probably lose the sale.

If you can't add scarcity to your product... let's say, it's an electronic eBook... can you put scarcity on one of your bonuses? Stay with me here...

Maybe one of your bonuses is a personal coaching call for 20minutes, for instance. You could easily put a limit on that, true? Like, only for the first 47 people who order within the next 14 days?

That reminds me... scarcity doesn't have to be numbers of products or spots available. Nope... scarcity can also be a time limit as well. You've heard it before right? "Only available till the end of this month!" You get the picture...

Point being... Don't ignore this powerful motivator, okay? Good.

One other thing... if you are going to...or should I say...WHEN you are going to add scarcity and urgency... please, please, please make sure you tell them WHY.

One of the true grandfathers of direct response copywriting, John E Kennedy, calls this "Reason why" copy.

If your prospect is left wondering why you've done something... and you don't tell them... then what little trust you had has now gone out the window.

Always tell them why. Don't leave any questions in their mind unanswered.

And now for the next rabbit-out-of-the-hat trick...

If you confuse them, you'll lose them

Good follow on from that "Reason Why" nugget I just left with you...

"If you confuse them – you'll lose them" – your offer needs to be CLEAR and CONCISE.

No mumbo-jumbo-jargon... keep it simple.

Imagine you had to explain it to a 10yr old, grade 5, ADHD school kid. Seriously.

Sure, you can get them all warm and fuzzy for what you want... but if they are not crystal clear on what they are getting... they'll slip through your fingers and into the dark abyss of lost prospects.

The best way to do this is to add a table to clearly present your offer. That way they can see precisely what they are getting at a glance.

Here's an example of a table for an eBook. See below...

Here's What You Get	Value	Your Investment
2009 Home Dog Breeding Guide eBook for Beginners and Experts	\$97	\$47.00
FREE Bonus #1 130 Doggy Recipes	\$30	Nil
FREE Bonus #2 Dog Training Uncovered Audio	\$30	Nil
FREE Bonus #3 How To Pick a Pet for your Child	\$30	Nil
FREE Bonus #4 101 of The Very Best Puppy Names	\$30	Nil
TOTAL	\$217.00	\$47.00
Special Early Bird Discount Slash \$20-off		\$27.00

Remember... keep it simple and easy to understand. Ask someone outside of your industry if they understand your offer?

I used to ask my twin 12 year old boys to read it out loud. Then I'd ask them to repeat it back to me as best they could. Just to see if the important parts STUCK!

Well, in truth, I used to have to bribe them to do this, but that's another story.

Here's a way to simplify your offer. Try and minimize your options...

Do you have a bronze, silver, gold and platinum offer? That can be too confusing for some markets. Maybe knock it down to just one or two options?

Last but not least...

Test and Measure, Test and Measure

Seriously... if you follow those steps above... and I mean actually blocking out TIME from your busy schedule and taking action on each step... then... and only then... will you have the makings of a Mouth-Watering, Irresistible CRUNCHING Offer...

The next and final step is to TEST and MEASURE...

Don't settle for mediocre...always, always, always test. Innovate and re-invent your offer.

Times change, trends come and go... don't be stale. Stay fresh.

People BORE too easily. Us humanoids love new and exciting things... what worked last year might not work as well now...

You've heard the saying, "If it ain't broken, don't fix it"...

Screw that...

Keep testing. You can always do better. Don't be lazy... the currency of your business is your IDEAS... drag your brain down to the creative gym each and every day... stack the bench press bar with books on marketing.. keep checking in with your clients to see if you're giving them what they want... and watch what other people are doing to get inspiring ideas.

You can always do better..

That's a wrap... it's been great sharing with you...

Think big – be different

Bret Thomson

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