



Alternative Health **Digital**
Marketing for the *Health and Wellness* **Industry**

CRAFT AN OFFER [TEMPLATE]

Ten+ easy steps to magnetize and mesmerize people to want to purchase your product or service from you.

Create an experience with ease and flow so you keep the viewer's attention.

Learn how to present your product or service so the customer chooses to complete their experience and **FINISH THE SALE**

- without salesy calls
- without convincing
- without huge email lists
- without you doing anything, really

Let the customer **DECIDE** they want your service!

Techniques to flow and ease customers straight to you, ready to buy.

Remember these three critical points...

- Who is this for?
- What happens when... (you work with me)
- Know when your customer is ready to move forward

Do not confuse the offer with product design.

Crafting and designing your product is done during market research phase.

Sending an offer is presenting your product in this ten step strategy, creating the most engaged sales process.

TEN+ STEPS TO PRESENTING YOUR OFFER

1. Bold claim - make a bold statement, that your solution will give them everything they need to get <a result> to their <problem>.
2. I've got this <thing> that gives <big results>. Don't be afraid to quantify this...exactly how much results in how much time.
3. What is the big picture? Results/benefits to support your claim. You will <benefit> in <these ways>.
4. My story <before and after> This worked for me... Be your own success story.
5. Solution - high level solution, a general overview of the offer (but be specific about the solution).
6. Testimonials - case studies <It worked for these people too!>
7. Features and benefits of the product: module details <Let me tell you more about what you're going to get>
8. Price - \$ amount - Be confident, and give one dollar amount, that's right only one product and one price per promotion.
9. Bonuses ---> Make it really juicy, but time dependent. Do your market research ahead of time. The person will say < I want this... I'm in!> just on the bonus offer alone.

10. Guarantee - if the program is not a fit, make it SAFE. We've all been there, but make it real. Don't offer what you can't deliver.

11. Urgency - Let them know NOW is a good time to make a decision, <if you sign up NOW... I give you...> Remember, you're helping the person to make a decision, not to sell your stuff.

Many people have asked which forum is best to present an offer.

Per my business coach, and he really knows his stuff, a LIVE presentation is only truly live during the time it is presented. It's OK to do a replay, but not a continuous replay.

If they miss the live, offer one replay, but then, it's OVER! Otherwise, you will have no urgency to your offer.

Many preferred forums are a LIVE WEBINAR, which can be done en mass, or over a smaller more cost effect platform like ZOOM, if there are less than 10 attendees.

TELESUMMITS are also a great possibility, but are focused on publicity, promotions, and guest speakers.

PRE-RECORDED WEBINARS are possible, with continuous play, but they lack incentive and motivation for urgency pricing.

And, always make yourself available for a regular call. You can even have open call hours, or LIVESTREAMS for answering questions.



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