

## TOOLS: Lesson 2 – Defining WHAT You'll Offer

### Breakthrough Ideas

- **Understanding the Customer's Starvation:** Identifying exactly what your target customer is "starving" for is crucial. This insight directly influences the effectiveness of your offer.
- **Lifetime Customer Value (LCV):** Recognizing the long-term value of a customer can significantly impact how you structure your offer, allowing for more aggressive customer acquisition strategies.

### Unique Strategies

- **The 10 Reasons People Buy:** Leveraging universal motivations such as making money, saving time, increasing comfort, and avoiding effort can make your offer irresistible.
- **Hormozi's Offer Value Equation:** Applying this formula to minimize the effort and time delay for the customer while maximizing the perceived likelihood of achieving their dream outcome can exponentially increase the value of your offer.

### Actionable Advice

- **Craft a Compelling Transformation:** Your offer should clearly articulate a before-and-after scenario, showcasing the transformative impact of your product or service.
- **Make It So Good It Hurts:** Your offer should be so attractive that it almost feels like you're giving away too much value.
- **Incorporate Urgency and Scarcity:** Provide a clear, compelling reason for customers to act now, such as limited availability or a special promotion period.
- **Guarantee Zero Risk:** Offer a strong, named guarantee that removes all perceived risk from the customer's decision-making process.

### Summary and Action Plan

- **Deeply Understand Your Target Customer:** Use insights from your WHO analysis to tailor your WHAT in a way that addresses their deepest needs and desires.
- **Develop a Killer Offer:** Utilize the 10 reasons people buy to ensure your offer taps into universal buying motivations.
- **Apply Hormozi's Offer Value Equation:** Focus on reducing the effort and time delay associated with your offer to maximize its perceived value.
- **Test and Refine:** Launch your offer and closely monitor its performance. Use customer feedback and sales data to refine and improve your offer over time.

### Conclusion

Creating an irresistible offer requires a deep understanding of your target customer and a strategic approach to presenting your product or service. By focusing on the transformation your offer provides and ensuring it is so compelling that it feels almost too good to be true, you can significantly increase its attractiveness. Incorporating elements of urgency, scarcity, and a strong guarantee further enhances the offer's appeal. Remember, the goal is to make the decision to purchase as easy and risk-free as possible for the customer, leading to higher conversion rates and long-term customer value.