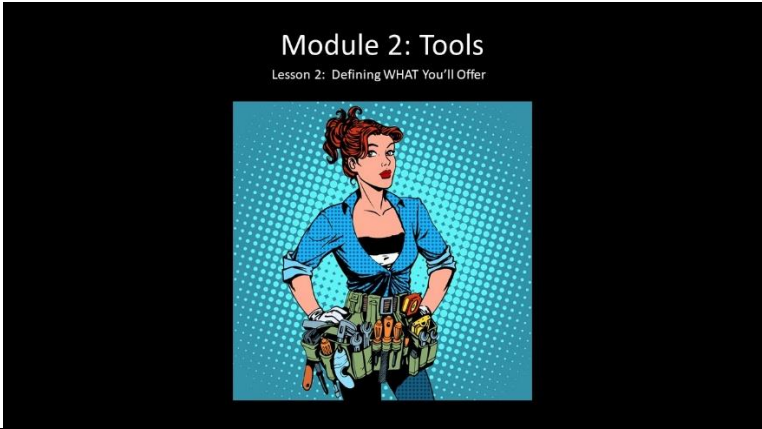


**The Ultimate
Write Killer Copy
FAST Toolkit**

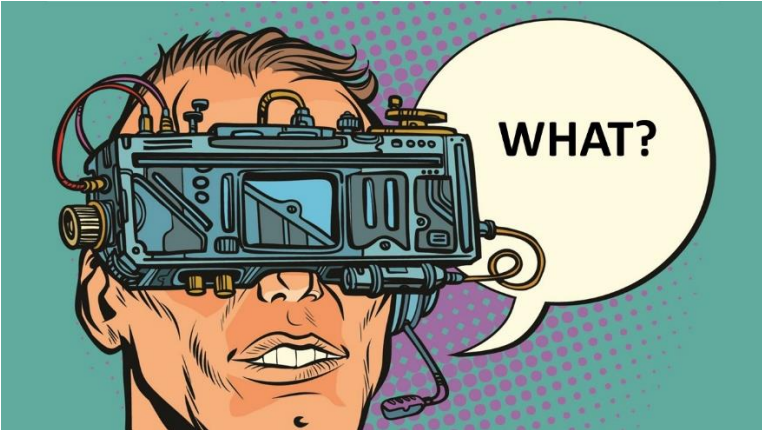


**Tools - Lesson 2:
Defining WHAT You'll Offer
TRANSCRIPT**

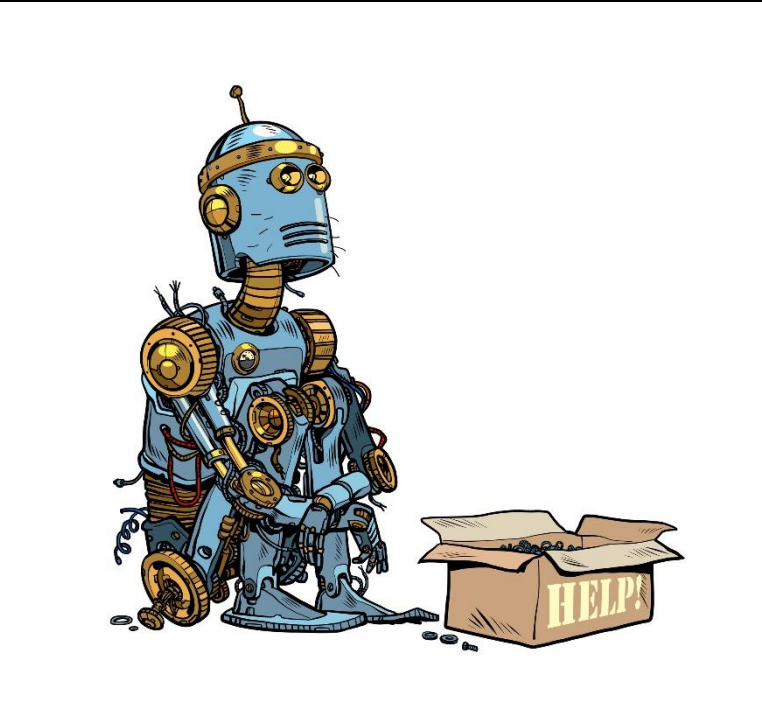




Welcome to Module 2: Tools and Lesson Number 2 - Defining WHAT you'll offer.



We're going to talk about the WHAT.
In the last lesson, we talked about your WHO, and now it's time to nail down precisely WHAT it is you're going to offer to your prospect, to your slam dunk customer.
All the info you gathered in defining that customer plays into helping you also define WHAT it is you're going to provide them with.

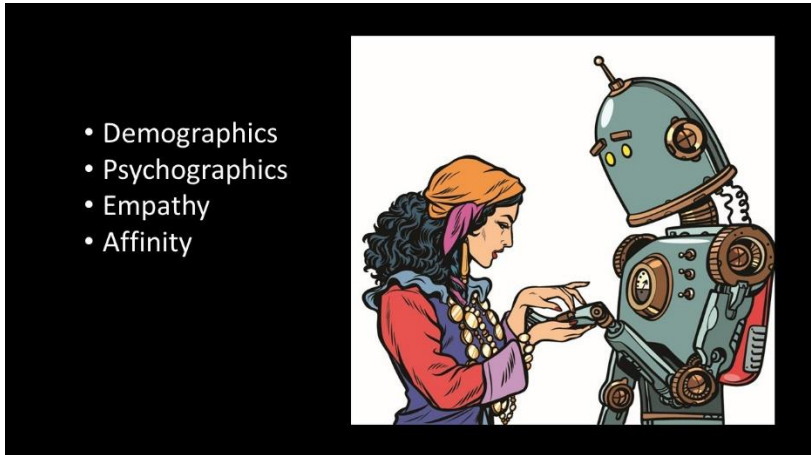


Gary Halbert used to ask the question, "If you were to open up a hamburger stand on the beach, what's the key requirement for its success?"
One person would say, "Hey, just the best beef in town." Another one might say, "A special sauce." And a third would say, "Maybe a great bun."
And Halbert would respond, "I can beat all of you. The key to having an incredible success as a hamburger stand is a STARVING CROWD."
So, in defining your WHO you understand WHAT it is your slam dunk customers are **starving for**.

Now it's time to identify exactly **WHAT** it is you're going to provide to solve that problem.



And this means you **MUST** produce a killer offer.
It's not just toss something out there and hope it sells.
It's a **killer offer** that truly understands your customer.
That's why the value of going through the effort and finding out that **WHO**, and understanding your **WHO**, is so critically important.



You need to understand their **demographics**. Again, we talked about this as the surface level things such as where they live, how old they are, the job they have, their sex, that kind of thing.
And while it's important to have that nailed down, it's just as or even more important, to understand their **psychographics** – their hopes, their dreams, their fears, what causes them pain, their politics, their religion.
You want to understand their mental and emotional models of the world they resonate with and long for.
It's really important also with your offer that you have **empathy** for your prospect.
I've been a magician since I was five years old, so I understand magicians. I love performing. I love the lore of magic. I enjoy the jargon of magic. All of it was part of me, so it was really easy for me

to empathize with the life of a magician.


It's also important to have **affinity** for your target prospect; there's got to be something that you can use to relate to them.

Again, as a magician it's easy for me to have affinity for magicians, but even in markets where I don't have any experience, I can understand what it's like to walk in their shoes. There's almost always something in common.

For example, I write for dentists a lot.

I'm not a dentist, but I am a small businessperson and so I have an affinity in that I understand what life is like for them as a small businessperson. So find where you have an affinity for your customer. That's really important.

What's That Customer Worth Over His / Her Lifetime?

A stylized illustration of a man with glasses, wearing a grey suit, white shirt, and blue tie. He is holding a clipboard in his left hand and a red pen in his right hand. The background is a teal color with a white dot pattern.

Here's a critical factor most businesses forget or ignore when creating offers – how much is the customer worth over their lifetime? It's important, because it determines how much you can afford to invest in making that offer and how much you can invest in marketing it.

Dan Kennedy: "You don't make a sale to make a sale, you make a sale to get a customer."

For example, I knew that the Mom (or Dad) for a birthday party magic show was ultimately going to be worth about \$400-\$500 to me. That's about 2 shows total.

That meant in putting together a package – and in thinking through its marketing and what I was prepared to invest to acquire that

customer – I had to keep that number in mind.

Now the LCV for a Dentist or other High-End Service Provider can be tens of thousands, even way more, with a relationship that can last decades.

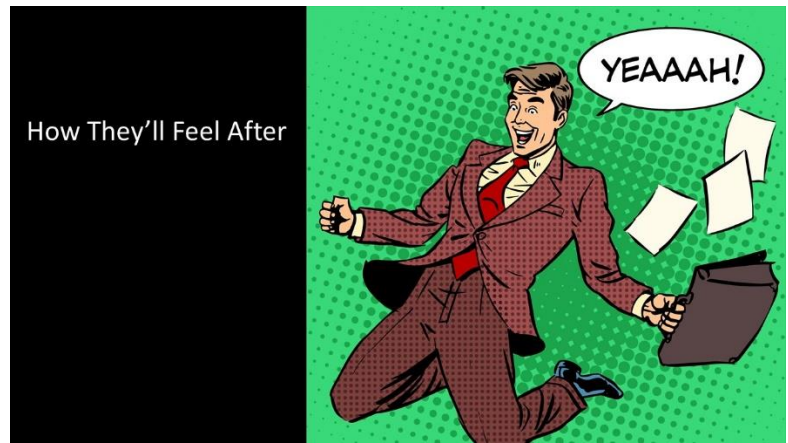
So knowing this number matters because it affects how your price your offer and how you market it.



Your killer offer must provide a compelling transformation. It is a “before and after” experience in purchasing your product and using your service.

There's the time before they met you.

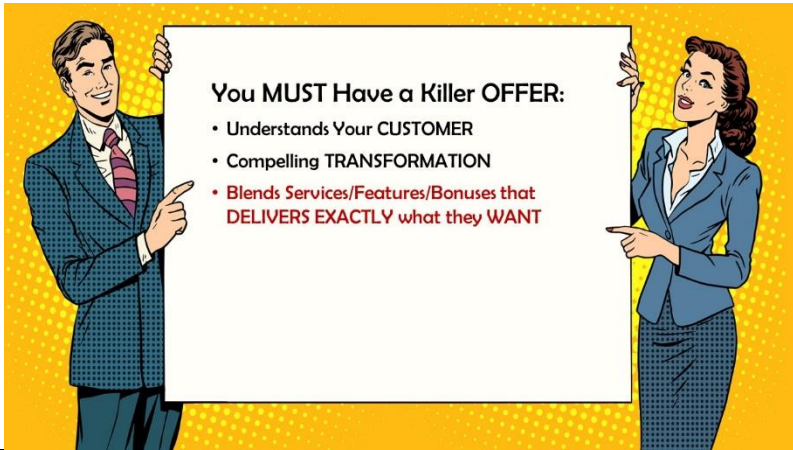
And there's the time after they met you and actually leveraged your skills, your knowledge, your capabilities, your programs, to change their lives.



And that change of life is really important to have in mind, because it's more than just superficial. You are making a change in how they feel about themselves, how they feel about life.

They're going to feel so much better after experiencing the transformation that you provide.

So really get into the heart of how your transformation changes, someone's life and how great they're going to feel afterwards.



Your killer offer must blend services, features, bonuses to deliver exactly what your prospects want.

Now, a handy little tool that I found, I don't know who came up with this originally, but I'll give them credit is something called "The 10 Reasons that People Buy Anything."



There's 10 basic reasons, 10 hot buttons that people use to make decisions about making a purchase.

The first is make money. Everybody wants to make more money, or most people want to make more money. And if your program can enable people to make more money, to bring wealth into their life, to attract wealth into their life, that's very compelling.



Number 2, people want to save money. That's why we have coupons. That's why we offer special deals. That's why seeing 10% off is very attractive and 50% off is even more attractive.

If you can save people money in their lives, that's a hot button.

The 10 Reasons
People Buy
Anything...



1. Make Money
2. Save Money
3. Save Time

In addition, time is just as valuable as money. In fact, time is more valuable than money. As you get older, you recognize time is a very limited resource. There's only so much, and it can't be recreated.

So if you can save people time, that's powerful. In fact, that was one of the key benefits of this program. I will save you time in producing effective copy. Follow these systems, follow this program, and you'll be able to get things done much more quickly.

The 10 Reasons
People Buy
Anything...



1. Make Money
2. Save Money
3. Save Time
4. Avoid Effort

People want the easy button. They want to avoid effort. Nobody wants to work any harder than they have to. So if you can provide the easy button, that's an incredible hot button for people.

The 10 Reasons
People Buy
Anything...



1. Make Money
2. Save Money
3. Save Time
4. Avoid Effort
5. Increase Comfort

People also want to increase their comfort. They want to have a more comfortable life, a more luxurious life. Again, nobody wants to work any harder than they have to. Labor saving devices have always been popular.

The 10 Reasons
People Buy
Anything...



1. Make Money
2. Save Money
3. Save Time
4. Avoid Effort
5. Increase Comfort
6. **Achieve Greater Cleanliness**

People want to achieve greater cleanliness. And by cleanliness, it's not just germaphobic stuff or even dirt. I think it's also things like clutter.

I don't like having a bunch of chaos around me. And this is not just physical clutter and physical chaos. It's mental clarity, chaos, mental cleanliness.

If you can help people bring order into their life. That's very attractive.

The 10 Reasons
People Buy
Anything...



1. Make Money
2. Save Money
3. Save Time
4. Avoid Effort
5. Increase Comfort
6. Achieve Greater Cleanliness
7. **Obtain Fuller Health**

Along with that, everybody wants to feel better. Even if you're feeling great, who doesn't want to feel even better? You may be at maximum health, but you may want six pack abs. Who knows? But better health and feeling better has always been important.

The 10 Reasons
People Buy
Anything...



1. Make Money
2. Save Money
3. Save Time
4. Avoid Effort
5. Increase Comfort
6. Achieve Greater Cleanliness
7. Obtain Fuller Health
8. **Escape Physical Pain**

No one wants to live with pain. No one wants to live with back pain, headaches, feet that hurt. Everyone wants to feel better.

And if you can provide a pill, a path to greater health and to escaping any kind of nagging, lingering pain, that's incredibly compelling.

The 10 Reasons
People Buy
Anything...



1. Make Money
2. Save Money
3. Save Time
4. Avoid Effort
5. Increase Comfort
6. Achieve Greater Cleanliness
7. Obtain Fuller Health
8. Escape Physical Pain
9. Claim Praise

People want to be praised. Who doesn't want to be praised? You want the acclaim and honor, and the respect of those around you, the people you love, the people you work with.

If you can provide that kind of opportunity to increase someone's level of respect by those who matter, that's compelling and important.

The 10 Reasons
People Buy
Anything...



1. Make Money
2. Save Money
3. Save Time
4. Avoid Effort
5. Increase Comfort
6. Achieve Greater Cleanliness
7. Obtain Fuller Health
8. Escape Physical Pain
9. Claim Praise
10. Be Popular

Relationships matter big time.

This is more than just love relationships. Everybody wants to find someone they can relate to. And we're social creatures, so people want to have friends. People want to have coworkers who like them. People want to be liked. If you can help individuals achieve popularity, it's an incredibly powerful thing.

"SAVE
MONEY"



We'll match any
price in town and
beat it by at least
5% Guaranteed.

How Many
Hot Buttons
Can You
Blend Into
the Mix?

These are all hot buttons that you can push and you want to push as many of them as you can.

How many can you blend into the mix of your offer?

For example, saving money, you could have "matching any price in town and beating it by 5%."



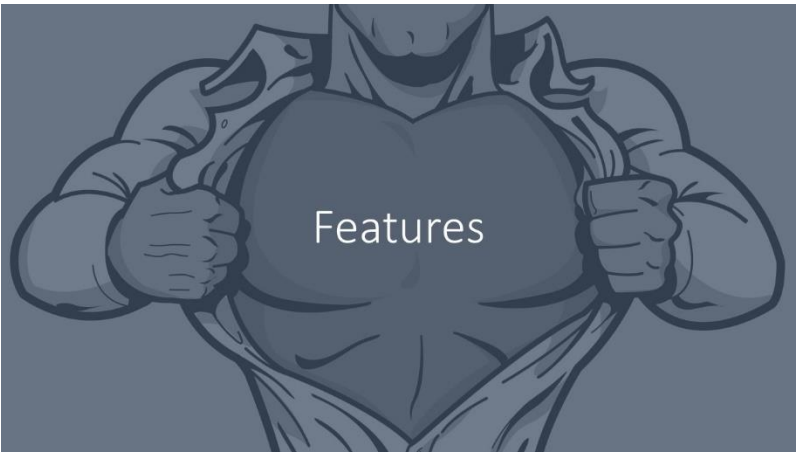
How Many Hot Buttons Can You Blend Into the Mix?

Avoiding effort. “While there's zero effort required on your part, just call and we'll do the rest.”




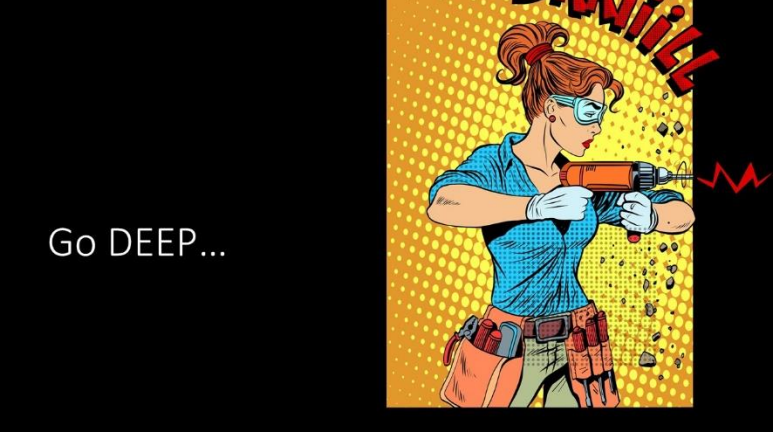
How Many Hot Buttons Can You Blend Into the Mix?

Being popular. “Your kids will think you're the best mom ever.”
 I've used this over and over. When selling birthday party magic shows, I let the moms know that their children will praise them. So being popular, isn't just with your peers, it's with your children and your family.



So you want to create a huge list of all the aspects of your offer that feed into those hot buttons. A huge list of what you do in your product or your service, all the stuff you provide.
 Back when I was doing magic shows, I started off with just a list of the tricks I did.
 Then I went into everything I did in the program, including the 1,001 different balloon animals that I could make... and they all looked like dog...
 I put these all down – you get a 45 minute comedy magic act. I listed that I floated the birthday child on a flying carpet.
 So you want to get down and dirty with all the details of what you

	<p>provide with your product and service.</p> <p>I mentioned that I had a guarantee. I mentioned that I had testimonials. I mentioned all these things,</p>
	<p>But it's more than just the features. You can't just stop with the features. Because every feature needs to have a powerful, associated benefit as to how that feature improves the life of your customer.</p> <p>Your benefit is the answer to the question of everyone's favorite radio station, WIIFM, What's In It For Me?</p> <p>When you offer a feature, the question you should also be answering and addressing is that when I float the birthday child on a flying carpet, exactly what it means to you the customer.</p> <p>So you now, for every feature, put down the answer to the question that naturally occurs in the prospect's mind, "What's In It For Me?"</p> <p>Again, in regard to floating the birthday child, the benefit is:</p> <p><i>"You will get the absolute coolest picture on the planet of your child floating in midair. It's an image that you can use on Christmas cards, on Facebook, wherever. And he will have a memory of flying in midair with all his friends looking on and envy that will last his entire life."</i></p> <p>That's much more than just sitting on a flying carpet trick. That's an emotional transformation. Indeed,</p>

	<p>every benefit is a mini-transformation.</p> <p>So every feature needs to have a benefit of that level.</p>
	<p>It's really important to go deep into these transformations, on what the benefits really provide, and how they all relate to solving the core problems you've identified that your prospect wants solved.</p> <p>And again, they should match up and address some of their core emotional needs.</p> <p>Back when I was doing school shows, I wanted to make sure that the person who hired me felt good about themselves and about that decision.</p> <p>This is not just for magic shows. If you are doing B2B, it's a human being who is deciding to obtain your service or obtain your product. So you want them to feel good about making that decision.</p> <p>I made it a point in my show to have the entire audience stand up and give the School Principal a round of applause for having set up this great assembly program. So I worded my sales letter with something like</p> <p><i>"I guarantee everyone in the school will give you a great big thank you to show you how much they appreciate you putting in the effort to bring a quality program like this to your school."</i></p> <p>Remember people don't buy quarter inch drill bits. No one's going through life wishing they had more quarter inch drill bits. They want quarter inch holes.</p>

And more than that, that hole serves a greater purpose. They want that hole in the wall so they can put up a piece of art that will make their home beautiful. A place where family and friends can gather and memories can be created. A place that they'll be proud to share with others. So go deep on your benefits.



Finally, your offer must provide absolutely zero risk, which means you provide a guarantee.

• Get as close to ZERO RISK as you can.



You must provide some kind of guarantee because you want to get as close to zero risk as possible. YOU are taking on all the risks. Your prospect, your customer, they have zero risk involved in this decision.

- Get as close to ZERO RISK as you can.
- Give it a NAME – “100% Money-Back “Old Goat Lifetime Guarantee”



It's always good to give your guarantee a name. During an earlier promotion, I used “The 100% Money Back Old Goat Lifetime Guarantee” with this program.

It tied into my promotion. It tied into my persona, I guess. And it's interesting. It's an interesting type of name.

One of the great sins of marketing is being boring. So do not be boring. Say interesting things in interesting ways.

- Get as close to ZERO RISK as you can.
- Give it a NAME – “100% Money-Back “Old Goat Lifetime Guarantee”
- Give it a VALUE – “Worth over \$1000!”



Give your guarantee a value. It's worth over a thousand dollars. It's worth over \$10,000. You can have the value be over the lifetime of the product or service you're providing.

- Get as close to ZERO RISK as you can.
- Give it a NAME – “100% Money-Back “Old Goat Lifetime Guarantee”
- Give it a VALUE – “Worth over \$1000!”
- Create a PLUS Guarantee – “Money Back, Plus Free Return Shipping”



Sometimes you can do a PLUS guarantee, for example “money back plus free return shipping.”

With consultations, you can offer something like “If you’re not happy, not only will I reimburse you for your time, I’ll even provide a check to your favorite charity.”

You can also do things like let them keep the free bonuses, add-ons, whatever.

Make your guarantee as absolute zero risk as possible.



Your offer must also have unimaginable value.

Here’s something I use as a baseline that any offer I produce... and this makes it so easy to sell...



Your offer must be **so good it hurts**.

So you really should ask – “Is this offer I'm making so good it hurts?”

I totally believe you should be wincing a little bit when you finally put it out to the world.

When you put together your offer, all the elements of your offer, you should have a nervous feeling in the pit of your stomach because you feel like you’re giving away the farm.

I think far too many sales fail because in the offer they're unwilling to go the extra mile to make that offer so good it hurts.

Make sure you include bonuses, services, or items you include for free. Offer a pre-payment discount. (Note: that's actually a great way to get money up front.) Consider doing a bundle deal of multiple items.

Obviously you have to make sure it fits with your business. You can't go out of business, selling things at a price that doesn't make any sense, but really think through your offer, think through your

pricing and your payment plans and your discounts, make it so good it hurts.

It's important to also have a reason as to why you're making this offer so good.

Maybe it's a special test of a marketing promotion to see how it plays out before you roll out to a larger audience.

Maybe you only had a limited number of slots available, and you wanted to fill up them all up right now.

Maybe you just had some extra inventory sitting around.

Maybe it's just because you want to reward decisive people who take action quickly.



There's always a reason you're making this offer now.

There's a reason you're urging people to ought to take advantage of it now.

It's important to have a reason why right now.



Seasons and holidays are extremely powerful and can work as great inspirations for promotions.

They don't even have to be real – fake holidays are made up all the time. Black Friday, for example, didn't exist as a holiday for shopping, but it was made up by the retail industry. And now it's the biggest shopping day of the year.

Amazon took advantage of the idea and they created Prime Day. So it's online Black Friday, essentially.

I see carpet shops doing the famous, “going out of business sale.” And they've been going out of business for decades.

Maybe the reason you're doing this offer is you have to pay unexpected taxes. Maybe it's because it's your birthday.

Whatever it is, have a reason why you're doing this offer at this time.



And finally, you need to include a reason to act NOW rather than giving them a chance to wait.

This could be scarcity because there's only a limited number available.

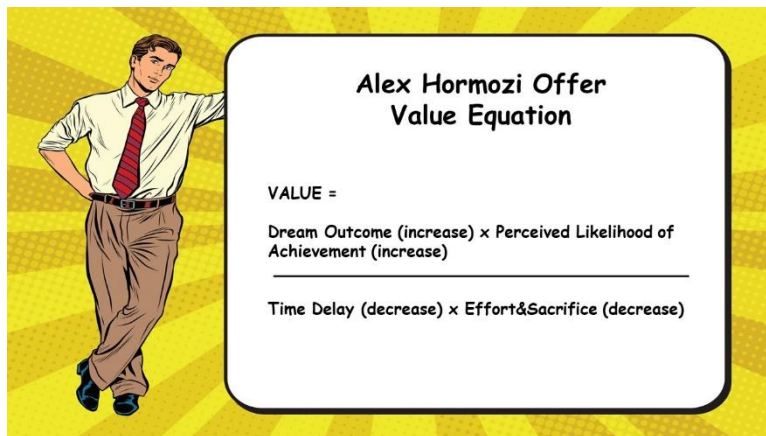
Or it could be date driven, as in “we want to wrap up business projections before the quarter ends.” Or “we only have a couple of weeks to fill the calendar.”

Or it might be some kind of prospect-based sort of condition, like “with school starting in just a few weeks, by acting now, you

don't have to panic when September rolls around.”

Regardless of what it is, come up with a reason, come up with urgency to drive the customer to make that decision to act.

After you pull together your offer, here's something I found I had to share to help you see how it measures up...



Alex Hormozi Offer Value Equation

VALUE =

$$\frac{\text{Dream Outcome (increase)} \times \text{Perceived Likelihood of Achievement (increase)}}{\text{Time Delay (decrease)} \times \text{Effort\&Sacrifice (decrease)}}$$

Alex Hormozi's Offer Value Equation – BTW his stuff on offers is just killer, I can't recommend it more highly.

The equation he came up with is pretty simple:

Value = Dream Outcome x Perceived Likelihood of Achievement / Time Delay x Effort&Sacrifice.

Most companies focus on TOP of equation, inflating all these – they go to make the Dream Outcome ridiculously cool, along with guaranteeing that you simply cannot fail in getting it.

But, according to Hormozi, the very BEST companies focus on the stuff at the BOTTOM of equation – Time Delay to getting to the transformation and the Effort and Sacrifice required.

You want to reducing these to as close to ZERO as possible – because in doing so, you totally blow up the Value.

(Remember what happens when you divide by zero? Value goes to infinity.)

You want to make your offers immediate, seamless, effortless – i.e., those 10 reasons to buy.

Given this, the moment they buy, their reality changes IMMEDIATELY – and when THAT happens, it's perfection.



Now, these are the elements of a killer offer.
These are the elements of your WHAT.