

# The Irresistible Offer Formula

Structure every offer so the value is obvious and the risk is zero.

## The 6 Components

- **WHAT:** The specific deliverable (e.g., '5-page brand strategy document')
- **WHO:** The exact person this is for (e.g., 'solo founders launching their first product')
- **BENEFIT:** The tangible outcome (e.g., 'a clear brand voice you can use everywhere')
- **FORMAT:** How it's delivered (e.g., 'live 90-min workshop + recording + templates')
- **PRICE:** The number, framed against value (e.g., '\$197 — less than one hour of agency work')
- **GUARANTEE:** Risk reversal (e.g., 'Full refund within 14 days, no questions asked')

## Offer Statement Template

- Fill in: 'I help [WHO] get [BENEFIT] with [WHAT], delivered as [FORMAT], for [PRICE], guaranteed by [GUARANTEE]'
- Example: 'I help new freelancers land their first 3 clients with a done-for-you outreach kit, delivered as templates + a video walkthrough, for \$49, with a 30-day money-back guarantee'

## Value Amplifiers

- Add a bonus that costs you nothing but feels high-value
- Include a time-based incentive ('Order by Friday for a bonus Q&A call')
- Stack the value: list everything included and assign dollar values
- Show social proof next to the price ('Join 200+ customers')

## Offer Killers to Avoid

- Vague deliverables ('I'll help you grow your business')
- No guarantee — forces the buyer to absorb all the risk
- Pricing without context — always anchor against an alternative