

## YOUR IRRESISTIBLE OFFER

What is the benefit-driven promise of your irresistible offer?

## WHAT ARE THE TOP THREE BENEFITS OF BUYING YOUR OFFER?

1.

Have you included a lesson in your workshops that reinforces this benefit?

2.

Have you included a lesson in your workshops that reinforces this benefit?

3.

Have you included a lesson in your workshops that reinforces this

benefit? Any other key benefits you can think of...

## YOUR IRRESISTIBLE OFFER

The pricing structure of my offer will be...

The top features of my offer are  
(remember the umbrella example...  
“waterproof material”)

And the top benefit of this feature is...  
“Keeps you dry”



**YOUR IRRESISTIBLE OFFER**

Features continued

And the top benefit of this feature is...

[Empty box for feature description]



[Empty box for top benefit]

[Empty box for feature description]



[Empty box for top benefit]

[Empty box for feature description]



[Empty box for top benefit]

[Empty box for feature description]



[Empty box for top benefit]

[Empty box for feature description]



[Empty box for top benefit]

[Empty box for feature description]



[Empty box for top benefit]

## YOUR IRRESISTIBLE OFFER

Will you offer a “first x” bonus? If so give details here...

Will you offer a fast-action bonus? Usually until day 2 midnight approx. 24-36 hours after cart opens

And for people who pay in full - how will you sweeten the deal with an extra bonus in addition to the pay in full discount?

## YOUR IRRESISTIBLE OFFER

Objection my audience has to my offer...

An idea for a bonus to overcome this objection...

1.

2.

3.

4.

5.

6.

## YOUR IRRESISTIBLE OFFER

Objection my audience has to my offer...

A client story that helps to overcome this objection...

1.

2.

3.

4.

5.

6.