

## **5 ways to craft the perfect offer**

### **Introduction**

We need to start with a public service announcement.

When we talk about offers, we are **not** talking about discounts.

It's a race to the bottom. Say you offer 50% off your product.

What happens if your competitor offers 55%? Do you keep going lower or let them have the better offer?

Discounts are fine, but your product has to offer something unique for it to work. So no money talk in this article, capiche?

A great offer shouldn't even consider the cost. Your offer should be *so good* that people are willing to pay full price.

It's not an easy job, but we've got 5 tips you can use right now!

### **1. Show the solution**

The only reason anyone buys anything is because they are solving a problem. That's all businesses do.

They solve your problem, you give them your money. As simple as it comes.

Name any product, and you will see the solution is either:

- Time - cars, cleaning service, microwave meals
- Money - banks, streaming services, bulk buying
- Status - cars, watches, clothes
- Convenience - Amazon, online shopping, food delivery
- Quality - sound systems, TVs, furniture
- Hunger - takeaways, restaurants, cafes
- Enjoyment - anything linked to a hobby
- Health - vitamins, meal prep, running shoes

There are exceptions to this rule, but most products fall into these categories.

So what problem does your business solve? As soon as you know this, you can begin to craft your proposition.

## **2. Create a desirable proposition**

Your customers should know by now that they have a problem, and you are the guys to solve it. Now we need to get them over the line.

We need to make an offer they'd be crazy to say no to.

This could look like:

- A free trial to test the product
- A money-back guarantee
- Social proof ("5,000 people love this product!")
- Free content (an e-book or a guide)
- Unlimited support

The trick is to reduce the risk for the customer as much as humanly possible.

Solving a problem, with little to no risk, is a no-brainer for anyone.

## **3. Show the benefits**

You need to show your customers what the future holds for them if they buy your product.

Will they become healthier, richer, more confident, less busy, happier?

How will your product improve their life? What is in it for them? Will they realise their dream life if they buy?

For example, if you were a personal trainer, part of your offer would be that your customers would be healthier, more confident, can keep up with their kids, they'll be pain-free, and they'll feel great.

It's hard to say no to this.

The only possible comeback is that it's too much effort.

That takes us into step 4

#### **4. Promote fast results**

Let's keep using our example above.

Which offer is more enticing?

Achieve all these benefits in just 4 years.

Or

Achieve all these benefits in just 4 weeks.

Everyone is busy, and time is at a premium.

If you can provide the benefits you listed, in as little time as possible, then it's another no-brainer for your customer.

Any business can do this. You don't need a groundbreaking product. We can prove it.

In 1975, a man called Gary Dahl sold 1.5 million rocks.

What was special about his product?

He put it in a box. That was it.

For \$4 you could buy a pet rock, and people went crazy.

So if you're ever in despair that you don't have a good product, just remember Gary.

#### **5. Give a guarantee**

This is one we've adopted here at Jumpstart Marketing.

We promise every single customer that if they don't like the results then they don't pay.

We do this for two reasons:

- We create trust with our customers.
- We show we are confident in our product.

A couple of people might take advantage, but trust us, the benefits outweigh the risks.

This isn't the only guarantee you can offer either.

You can provide a warranty, a satisfaction guarantee, a support guarantee, the list goes on.

You'll start seeing these everywhere.

7-year warranty here, a money-back guarantee there.

Why does it work so well?

One of the main objections your potential customers will have is "What if it doesn't work?"

A guarantee ensures your customer isn't left with egg on their face. No one wants that.

### **Summary**

Before we leave you to go create your fantastic offers, we have one word of warning.

Be. Genuine.

You can be as bold as you want with your claims, as long as they are truthful.

You should want your customers to win, not to be deceived.

Buddha once said, "Three things cannot be long hidden: the sun, the moon, and the truth."

He was pretty wise, you should probably listen to him.

Bye for now,  
Jamie

P.S. are you confused about how to create the perfect offer for your business?

Contact us at <https://www.jumpstartmarketingsolutions.com/> and we'll be in touch to make an offer your customers can't refuse.

No hassle, no obligation.