

The Immutable Laws of \$10M Ecommerce Offers

Which allows you to escape your competition and become from a commodity to a one-of-its-type brand

While many business owners say e-commerce has become saturated, they don't realize that they still try to hit the same nail with the same hammer and have stopped evolving.

Let's realize that online business has evolved over time like all industries. Think about airlines, manufacturers, luxury brands, or even crypto in the past years.

We don't want to be the chicken in the farm who doesn't believe in those stories which are about other chickens dying tragically in a mythical place called a slaughterhouse. We want to learn from the stories of the past and other industries to evolve with our ecommerce businesses over time (with the market).

ECOMMERCE FUNDAMENTALLY FOLLOWS THE PATTERNS OF OTHER INDUSTRIES.

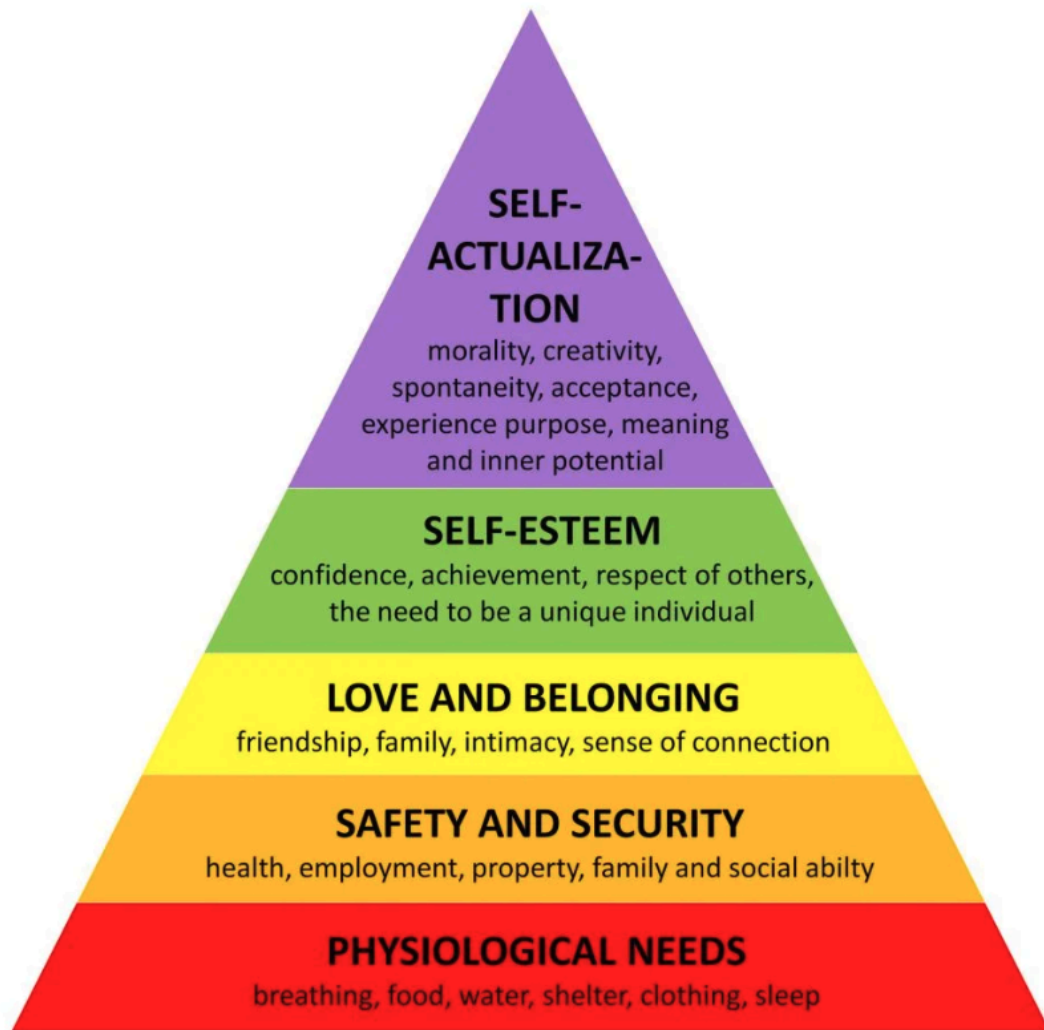
Also, we should never forget that the buyer feels and thinks in the same way as he did 100, 1,000, or 10,000 years ago.

Our human body has ridiculously the same motives that it had in prehistoric times.

BUYER PSYCHOLOGY FUNDAMENTALLY IS THE SAME AS IT WAS BEFORE.

One of the gold old concepts of psychology is the Maslow pyramid.

We humans always desire something and once we fulfill one step of the pyramid, we immediately jump to the next level.



We have an insatiable desire to evolve and become more over time.

Another important concept is how these desires are prioritized in our minds depending on time.

While everyone is a bit different, this is the most common patterns:

- Avoid current pain
- Get current pleasure
- Avoid future pain
- Get future pleasure

Our survival instinct makes loss aversion 3x stronger than gaining something positive in the long run.

This is why drug companies are way larger than fitness companies. Taking a pill to cure my pain is so much more important than getting fit and healthy in the future.

This is something you can implement when you craft your offer.

Move from future pleasure towards avoid current pain.

“Achieve glowing skin in 6 months.” could be changed to “Tired of waking up with breakouts? Clear your skin starting today.”

Turn “Experience better sleep for years to come.” into “Tossing and turning all night? Fix your back pain with our pressure-relieving mattress—starting tonight.”

MARKET SOPHISTICATION

Market sophistication refers to the level of awareness and experience your target audience has with your type of product or solution.

It measures how familiar they are with existing solutions and how advanced the competition’s marketing claims have become in addressing their needs.

The Market Sophistication increases with the number of offers pitched to the customer.

As markets evolve, your messaging must adapt—ranging from simple product introductions in unsophisticated markets to innovative, proof-driven claims in highly competitive, saturated markets.

When you enter a new market first, everything is easy. You consistently maintain profitable CPAs, and nothing stands in your way of scaling.

Once more and more competitors enter the market, you need to evolve your offer.



Level 1: Birth of Market - Just make any claim

"Build muscle fast with our revolutionary protein powder!"

Level 2: Make the claim bigger than your competition

"Build muscle 2x faster with our high-performance protein blend!"

Level 3: Introduce a mechanism that offers a logical reason why your claim is achievable
(Unique Mechanism)

"Boost muscle growth with our fast-absorbing whey isolate powered by BioActive Amino Fusion™!"

Level 4: Create a better mechanism or an upgraded version of the previous mechanism

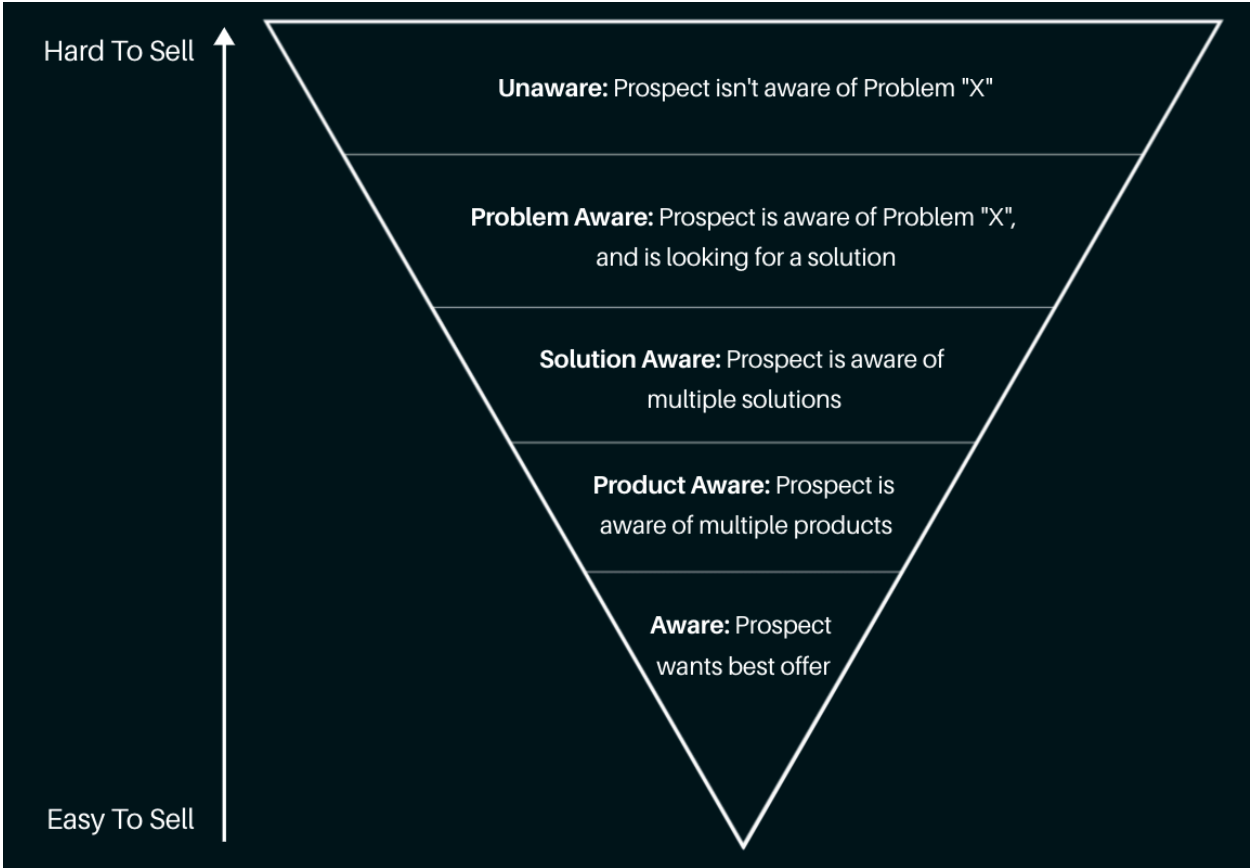
"Introducing HydroPro™ 2.0: Advanced hydrolyzed protein for 50% faster absorption and maximum muscle recovery!"

Level 5: The market's level of skepticism is at the maximum. They no longer believe in any mechanisms. New advanced marketing strategies must be activated.

"Real results from real people: See how thousands of athletes trust our protein to build strength and recover faster. No gimmicks, just science-backed nutrition you can feel."

Leverages social proof, testimonials, and trust-building language to overcome skepticism. Shifts focus away from mechanisms to relatable, humanized marketing backed by credibility and real results.

AWARENESS LEVEL



Awareness stages focus on your potential customer.

This shows the mental state of your prospect.

Common advice says you don't want to sell to an unaware audience because they need a lot of education and they take the most time to buy.

If you are starting your business with limited cash, this is true because the CPA is typically the best here.

However, selling to the "ready to buy" audience is only 3% of the total market size (TAM), so your scale is limited.

When you scale, you want to take one awareness level at a time and keep your CPAs stable with better and better ads.

Your ultimate goal is to tap into the next awareness level while maintaining stable CPAs and profitable customer LTV.

As you climb, you typically need to educate the market and build better ads and acquisition funnels.

MATCHING AWARENESS & SOPHISTICATION AND HOW THIS AFFECTS YOUR OFFER

	Unaware <i>Prospect is not aware of his desire or his need, or won't honestly admit it.</i>	Need Aware <i>Prospect has a need (not a desire) and recognizes the need immediately.</i>	Problem Aware <i>Prospect recognizes his desire but isn't aware of a way to satisfy the desire.</i>	Solution Aware <i>Prospect knows of the product but isn't fully aware or convinced.</i>	Product Aware <i>Customer knows your product and what he wants it.</i>
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1st To Market <i>Prospect has not seen a product like yours – new or tech breakthrough.</i>	PROMISE, PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	PROMISE, PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	PROMISE, PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	PROMISE, PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	OFFER or PROMISE
2nd To Market <i>Prospect has seen a handful of products like yours (still new).</i>	PROMISE, PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	PROMISE, PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	PROMISE or, PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	PROMISE, PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	OFFER or PROMISE
Many Claims <i>Prospect has heard all the claims. Maybe even tried a few products.</i>	PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	PROBLEM-SOLUTION or SECRET or PROCLAMATION or STORY	PROBLEM-SOLUTION or SECRET or PROCLAMATION or STORY	OFFER or PROMISE or SECRET
Many Mechanisms <i>Prospect has heard quite a few mechanisms.</i>	SECRET, PROCLAMATION or STORY	PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	PROBLEM-SOLUTION or SECRET or PROCLAMATION or STORY	PROBLEM-SOLUTION, SECRET, PROCLAMATION, or STORY	SECRET, PROCLAMATION, or STORY
Market Exhausted <i>Overexposed to marketings – low believability.</i>	PROCLAMATION or STORY	PROCLAMATION or STORY	PROCLAMATION or STORY	PROCLAMATION or STORY	PROCLAMATION or STORY

GREEN = Top of funnel (TOF) **ORANGE** = Middle of funnel (MOF) **RED** = Bottom of funnel (BOF)

TOF (Awareness + sophistication)

- Problem Aware + Many Claims = Problem-Solution / Secret / Proclamation / Story
- Problem Aware + Many Mechanisms = Problem-Solution / Secret / Proclamation / Story
- Problem Aware + Market Exhaustion = Proclamation / Story

Main Awareness Goal = LOUD & CLEAR - "I understand you and what you're going through."

MOF (Awareness + sophistication)

- Solution Aware + Many Claims = Problem-Solution / Secret / Proclamation / Story
- Solution Aware + Many Mechanisms = Problem-Solution / Secret / Proclamation / Story
- Solution Aware + Market Exhaustion = Proclamation / Story

Main Awareness Goal = Show me you understand my wants/needs AND prove to me that you can deliver the outcome I crave.

BOF (Awareness + sophistication)

- Product Aware + Many Claims = Offer / Promise / Secret
- Product Aware + Many Mechanisms = Secret / Proclamation / Story
- Product Aware + Market Exhaustion = Proclamation / Story

Main Awareness Goal = Make me an offer or show me something new.

Easy Guide = Don't use "Problem/Solution" themes when the market is exhausted with claims & mechanisms.

WHAT ARE THE MAIN REASONS TO ATTACK THE NEXT AWARENESS LEVEL?

- Increased scalability potential
- Creating your niche, a new "artificial" blue ocean, and creating your category
- Solving the copycat problem when competitors copy your original product and your product becomes a commodity. You end up in a price war with competitors.

HOW TO ATTACK THE NEXT AWARENESS LEVEL?

When you attack a certain awareness level of your market, the main question to ask is:
“What does my prospect already know?”

- What does he know about you?
- What does he know about your product?
- What does he know about other solutions?
- What does he know about his own problems?
- What does he know about himself?

Awareness Levels

1. Completely Unaware → *This prospect has no knowledge or anything except, perhaps, his own identity or opinion.*
 - This is the hardest challenge to tackle and takes the most time.
 - They don't know who you are, your product, and even unaware of the problem and solutions. They're indifferent.
 - They have no motivation to pay attention to anything you say, no feelings about the problem.
 - **Objective:** Hire a top-tier, highly skilled copywriter to handle this. First, start by shining a light on the problem.

2. Problem Aware → *Your prospect senses he has a problem, but he doesn't know there's a solution.*
 - *He senses that something is wrong but has no idea how to fix it.*
 - *Has an emotional discomfort about the problem.*
 - Simply saying, “I see your problem,” isn't enough. You need to demonstrate that you truly grasp their pain, anxiety, fear.
 - **Objective = LOUD & CLEAR – “I understand you and what you're going through.”**

3. Solution Aware → *Your prospect knows the result he wants, but not that your product provides it.*
 - *He knows there's a solution on the market for his painful problem but he doesn't know what he wants yet.*
 - *He has a broad idea where to look for a solution.*
 - *He has a hope to find a solution.*
 - **First Objective = Show him you understand his wants & needs.**
 - **Second Objective = Prove to him you can deliver the outcome he craves.**

4. Product Aware → *Your Prospect knows what you sell, but isn't sure it's right for him.*

- *He knows your products and your claims*
- *No need for education anymore.*
- *He's not sure if he can trust you and your product and believe your claims.*
- **Objective = Prove your claims & win their trust.**

5. The Most Aware → *Your prospect knows your product and only needs to know "the deal."*

- *He knows you, your products, and what it could achieve for them.*
- *No need for education.*
- *He needs an offer to accept easily.*
- **Objective = Introduce something new or make an offer.**

YOUR BIG IDEA

The Big Idea

A successful offer relies on one BIG BOLD IDEA.

A concept that is:

- Unique
- Compelling
- Exciting
- Bold
- Easy to understand

Use the Ogilvy Meter to qualify your BIG IDEA:

1. Did it make me gasp when I first saw it?
2. Do I wish I thought of it myself?
3. Is it unique?
4. Does it fit the marketing strategy to perfection?
5. Could it be used for 30 years?

You can turn an ordinary idea into an extraordinary.

In ecommerce, BIG IDEAS are typically either SIMPLIFICATIONS or ESCALATIONS.

You either make a complex thing ridiculously simple (Apple mastered this) or

you further escalate a claim that is already known in the category ("Our fridge eats less, so your family can eat more.")

HOW TO BUILD YOUR WINNING OFFER TO A COLD AUDIENCE?

1. Use Mass Market Desires

- **Health**
- **Love/Belonging**
- **Status and wealth**
- **Security**

2. Opportunity Analysis (Use SWOT)

- Solving an unsolved problem
- Improving the perception of a problem (put comfortable seats on the train, so the trip feels faster)
- Novel and superior business structure (eg. vertical integration)
- New market (audience) opening up
- Underutilized traffic source

3. Perceived Value

Become the Must-Have All-in-One Solution for a Big Painful Problem that aligns with at least one of the Mass Market Desires.

Pricing: Instead of overusing boring discounts and losing margins, focus on increasing the value of each customer.

Instead of decreasing your price and keeping the value of the product the same to improve your price vs value ratio, focus on increasing the value of your product and increasing your prices over time.

How to increase the perceived value of your product?

Use the Hormozi equation:



Increase → Dream Outcome & Likelihood Of Achievement

Decrease → Time Delay & Efforts/Sacrifice

You also want to become a complete solution for the problems of your audience.

So, you become a holistic solution instead of an isolated solution.

*Even if people don't buy your bundle, the increased total price of the bundle serves as a **price anchor** for all the other products in your shop → People are likely to spend more.

Ways to bundle:

- Products that fit together and contribute to the holistic solution
- More of the same
- Info Products
- Community Access

4. BONUS: 40 Ways To “Play” With Your Claims

Measure the SIZE of claim	Associate/Identify the claim	CONDENSE claim	Show claim easy ACCOMPLISHED
Measure the SPEED of claim	Show much WORK claim does	SYMBOLIZE claim	State DIFFERENCE (USP) in claim
COMPARE the claim	State claim as a	MECHANIZE claim	Show former

	question		hardships GONE
METAMORPH the claim	Info on how to ACCOMPLISH the claim	CONTRADICT the mechanism	Disqualify those who CAN'T buy
FiveSense the claim	Tie (dramatic) AUTHORITY to the claim	Connect NEED and claim	Address your prospect DIRECTLY
Demonstrate the claim	BEFORE & AFTER Claim	Offer information in the ad itself	Dramatize HARDSHIP behind claim
Demonstrate with PRIME Example	Stress NEWNESS of claim	Need/Claim into CASE HISTORY	ACCUSE: Claim too good
Dramatize the claim	Stress EXCLUSIVITY of claim	New NAME to problem/need	Challenge lead's LIMITING BELIEF
State the claim as a paradox	Turn claim into CHALLENGE	WARN about life without claim	Turn CLAIM into Q&A
Remove LIMITATIONS from claim	State claim as CASE HISTORY	Phraseology with claim	Them it

PERSUASION ELEMENTS

- Authority (liking)
- Social proof
- Certainty (increased perceived likelihood of achievement)
- Risk-reversal (guarantee)
- Scarcity (volume limitation)
- Exclusivity (access limitation)
- Urgency (time limitation)
- Value stacking (bundling)
- Pricing techniques: popcorn pricing, price anchoring, volume discounting, hyperbolic discounting (pay less today, pay more later)

REAL-LIFE 8-FIGURE EXAMPLES

Rapid Radios

[Product Page](#)

[GIF format](#)

Product Overview:

- Niche: Electronics/Communication
- Problem: Communication during emergency
- Value Proposition: Use ANYWHERE with UNLIMITED Range communication tool without monthly fees

Rapid Radios is an ecommerce store selling walkie-talkies which is a relatively boring and commoditized market.

They started focusing on an audience having a fear of WW3 and offering communication devices working anywhere in the world with an unlimited range and long battery life.

Also, competitors charge a monthly fee but they don't.

OFFER CHECK:

- ✓ Mass Market Desire: Security
- ✓ Opportunity: New market (audience) opening up
- ✓ Perceived value:
 - Unlimited Range
 - Exceptional battery life
 - No monthly fee (Built-in the product price)
 - No setup needed
- ✓ Persuasion:
 - Scarcity (Limited stock)
 - Exclusivity (Discount for returning customers)
 - Social proof (Press coverage, FOX, etc.)
 - Risk-reversal (12-month guarantee)
 - Pricing technique (volume discounting)

The Foldie

[Product Page](#)

[GIF Format](#)

Product Overview:

- Niche: Travel/Accessories
- Problem: Travel with a handbag keeping many items in it you can bring on board
- Value Proposition: Store 40L in a small, waterproof, durable, and light handbag that meets airline size requirements, and get one for your friend for free.

The Foldie was not the first player in the field of travel bags. Instead of selling large bags, they focused on smaller ones that you can take with you on board a plane.

For that size, it can store a relatively large amount of stuff, up to 40L (many bag packs have even less).

It's expandable, waterproof, and durable with a satisfaction guarantee.

The ultimate killer in their offer is the buy 1 + get 1 for free which makes it a steal for a bit more than 100 USD.

Don't Miss Our 1+1 Sale

*Sale ends soon due to exceptional high demand.

★★★★★ Rated 4.9/5 (18,240 Reviews)

ORDER NOW



OFFER CHECK:

- ✓ Mass Market Desire: Security
- ✓ Opportunity: Solving an unsolved problem
- ✓ Perceived value:
 - Expandable, foldable
 - Large capacity compared to size (40L)

- Meets size requirements on planes
- Durable and waterproof, smart features

✓ Persuasion:

- Social proof (18,240 reviews with an avg of 4.9 stars.)
- Social proof (Press coverage: NBC, Forbes, FOX, etc)
- Risk-reversal (2-month + satisfaction guarantee)
- Pricing technique (Buy 1 + Get 1 for free)

Vegetology

[Product Page](#)

[GIF Format](#)

Product Overview:

- Niche: Supplements
- Problem: Supplement for vegans and vegetarians
- Value Proposition: Vegan alternative of popular health supplements for the UK market.

Vegetology serves a unique segment of the supplement market with specific needs.

While some of their products are formulated differently (such as their collagen product, Vollagen), most are not different from regular supplements.

They rely on education to explain to their visitors how their products are different and how each ingredient helps you feel and perform better.

They offer a long refund period compared to most supplement brands, and several smart pricing techniques.



What is Vollagen®?

Vollagen® is a plant based alternative to collagen. Vollagen® is designed to deliver the complex of collagen amino acids for the body, whilst stimulating it to make more. Created from plant based ingredients, it delivers the benefits of collagen without using animals.

Vollagen® is a complex of amino acids similar to collagen. Yet it has two advantages:

- The amino acids are already isolated so ready for the body to easily absorb them.
- Vollagen® is suitable for vegans and vegetarians without any animal byproducts.

OFFER CHECK:

- ✓ Mass Market Desire: Health
- ✓ Opportunity: Solving an unsolved problem
- ✓ Perceived value:
 - Vegan products
 - Non-GMO, gluten, sugar, and wheat-free products
 - Educative descriptions of ingredients on product pages with all-around FAQs
 - Science Lab section on the website, educational materials from labs
- ✓ Persuasion:
 - Pricing techniques (volume discount, subscription discount)
 - Risk-reversal (relatively long, 90-day return policy)
 - Pricing technique (low barrier for free shipping, 25+ GBP cart value)
 - Value stacking (monthly bundle offers of seasonal products)

AG1

[Product Page](#) from Meta Ads

[GIF Format](#)

Product Overview:

- Niche: Supplements
- Problem: If you want to take care of your supplement needs, you have to buy a bunch of products
- Value Proposition: All-in-one daily supplement for the price of a coffee.

AG1 offers an all-in-one solution for your daily supplement needs.

More than 70 ingredients including probiotics and adaptogens.

Since they came out with their product, they've been relying on sponsoring athletes heavily and using their authority to get more and more customers. This enables them to outpace their competition as by today, they have many copycat competitors.


Get started with AG1 for less than 3€/day!

87€ per Pouch

- ✓ Free welcome kit includes 5 travel packs and a bottle of Vitamin D3 + K2** for added micronutrient support
- ✓ 70+ high-quality vitamins, minerals, and whole-food sourced nutrients to support health holistically
- ✓ Build a healthy daily habit that takes less than one minute per day
- ✓ Supports digestion⁹, immunity¹, energy², and more
- ✓ Backed by our Scientific Advisory Board

Get your free Vitamin D3+K2 & 5 Travel Packs** now!

✓ 30-day money back guarantee ✓ Update or cancel anytime



OFFER CHECK:

- ✓ Mass Market Desire: Health
- ✓ Opportunity: Improving the perception of a problem
- ✓ Perceived value:
 - 70+ high-quality vitamins, minerals, and whole-food sourced nutrients to support health
 - Customers claiming a transformation, hair, skin, energy, etc.
 - Only 50 calories
 - Free bonuses
 - Supports digestion containing probiotics unlike similar products
- ✓ Persuasion:
 - Authority (many famous athletes like Lewis Hamilton recommend it)
 - Authority (different certificates, eg. Cologne List)
 - Certainty (97% of shoppers feel the difference)
 - Risk-reversal (30-day money-back guarantee)
 - Pricing technique (breaking down the monthly price to a daily price)
 - Value stacking (5 free travel packs + vitamins for free when you buy)

Scandinavian Biolabs

[Product Page](#) from Meta Ads

[GIF Format](#)

Product Overview:

- Niche: Beauty
- Problem: No reliable hair growth products on the market
- Value Proposition: Get a scientifically proven product to re-grow your hair with a high likelihood of achievement.

While many products claim to regrow hair, Scandinavian Biolabs tested its products in different labs and conducted several experiments to obtain numbers on real results.

These numbers are shared transparently all over the ads and website.

They offer a longer refund period than any other competitors.

They also share what ingredients are responsible for these results.

The screenshot shows the top navigation bar of the Scandinavian Biolabs website. The navigation menu includes: Shop, Learn, Guarantee, Reviews, Quiz, and Support. On the right side, there is a search icon, a globe icon, a 'Log In' button, and a shopping cart icon. The main content area features a large heading: 'Results demonstrated after 150 days'. Below this heading are two tabs: 'Clinical Study' (selected) and 'User trials'. A paragraph of text states: 'We have developed and trademarked the Bio-Pilixin® formula, which has been clinically tested in a proprietary third-party study. Our Bio-Pilixin® Activation Serum demonstrated the following results:'. Below this text are two horizontal bar charts. The first chart shows '97%' with the label 'experience less hair loss'. The second chart shows '93%' with the label 'had a clinically tested reduction in hair loss'. To the right of the text and charts is a large image of a microscope. At the bottom left of the screenshot, it says 'Men's HAIR GROWTH ROUTINE'. At the bottom right, there is a green button that says 'ADD TO CART - 89 €' and a green circular chat icon.

OFFER CHECK:

- ✓ Mass Market Desire: Health
- ✓ Opportunity: Solving an unsolved problem
- ✓ Perceived value:
 - High likelihood of achievement of hair growth

- Scientifically proven formula
- As short as 45 days to see results
- Drug-free and safe daily use

✓ Persuasion:

- Social proof (100K+ customers)
- Certainty (several studies with a high success rate of hair growth)
- Social proof (press coverage, eg. Yahoo, The Telegraph, Vogue, The Sun)
- Risk-reversal (150-day refund policy based on results)
- Pricing technique (volume and subscription discounts)