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Improve Your Offer in 30 Minutes

A 5-step process for writing conversion copy that works.

How to Create a Compelling Offer

An offer is more than just the product or service you sell. It's what you do, who you do it for, how you do it, and what sets you apart from other offers in the market. And its success hinges on your ability to communicate these features and benefits effectively.

Words alone don't convert prospects into buyers. Great conversion copy that gets people to invest in your offer requires a mix of persuasion, UX, and decision-making psychology. Sound hard? We promise it isn't.

You interact with your clients all the time. You know their pains, what goals they want to move towards, and how you can help them. It's those insights that are essential in writing copy that converts.

Here's a simple 5-step process to improve your offer in just 30 minutes.

Listen to the accompanying [TMBA episode](#) for more context on these 5 steps, Dan's favorite copywriting principles, and a full breakdown of examples you can copy.

Special thanks to Chris, founder of Conversion Alchemy for lending his expert framework for writing winning conversion copy.

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Before You Start: Pressure-Test Your Offer

If you're struggling to write clear copy, the problem usually isn't your writing—it's your offer. Use these questions to pressure-test it before diving into the 5 steps below:

1. **What problem does this solve?**
2. **Who does it solve it for?**
3. **What's the unique way in which it solves that problem?**
4. **What's the proof we solve it?** (*e.g. numbers, results, testimonials, track record*)
5. **What action should someone take next?**
6. **What additional details help explain the offer?** (*time, location, format, etc.*)
7. **What questions or objections will people have?** (*around time, money, effort, value*)
8. **If they're not ready to buy—how can we still help?** (*resources, downloads, etc.*)

Write out simple answers to each. Then move on to the 5-step process with a stronger foundation.

The 5-Step Process for Creating an Offer

1. **Empathize with the problem or goal:** Start by identifying the most urgent and pressing problem or their most important desired outcome (away from pain vs toward goal?) your audience is experiencing. This creates an instant connection and makes them feel “understood” rather than forcing them to understand.
2. **Guide with a clear solution:** Present a simple, clear solution that directly solves the identified problem or achieves the goal. Guide the visitor with easy-to-follow CTAs (primary+secondary) that direct them to the next action with minimal friction. “CALL TO VALUE.”
3. **Clarify what you do and how:** Clearly explain your offer—what you do, how it works, and how it benefits the customer. Make sure it’s understandable and compelling to *them*, leaving no room for confusion.
4. **Sway with proof and incentives:** Provide social proof, testimonials, or case studies to build credibility. Offer strong incentives that reduce risk and encourage visitors to take the next step with confidence. Sell the value of the *one offer* to the *one reader*.
5. **Shield from risk and lead to action:** Address switching costs and objections (FAQs, how it works, visuals/videos etc.) and reduce perceived risk with guarantees or risk-free trials. Make the final step easy, ensuring visitors feel safe and guided toward conversion.

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Now it's Your Turn

Remember, your job is to...

- *Build trust*
- *Create credibility*
- *Remove friction*

The 5 steps	Your answers
1. Empathize with the problem or goal <i>“My client wants to (move away from pain or move towards goal)...”</i>	
2. Guide with a clear solution Part 1: What's your “call to value”? Use CTA space to emphasize benefit you're offering rather than action for them to take. Part 2: What's your proof? Show potential clients you are helping people like them. Show receipts!	
3. Clarify what you do and how Clearly explain your offer—what you do, how it works, and how it benefits the customer. Make sure it's understandable and compelling <i>to them</i> , leaving no room for confusion.	

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4. **Sway with proof and incentives**

Connect benefits to proof. What testimonials can you use here?

Proactively and strategically address common objections.

5. **Shield from risk and lead to action**

Guide them (like a mentor) through the ultimate buying decision. Confirm their decision before and after.

FAQs, next steps, what to expect, etc.

Examples you can copy (Full explanation on why we love them in the episode.):

Knapsack Creative Co.



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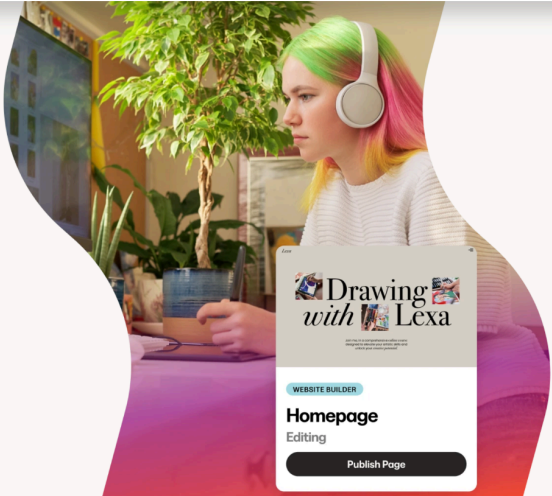
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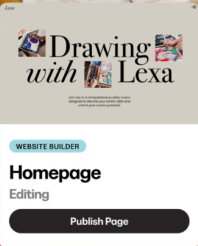
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