

## **Offer Creation Supplement**

### **Book to review:**

The 22 immutable laws of marketing

### **Goal of Stack:**

Provide a solution to EVERY objection your prospect could have.  
Make it specific to THEM and make it one of a kind.

### **Top 3 most important aspects of success for your webinar.**

1. Offer
2. Targeting
3. Messaging

### **What is your blue ocean?**

Wealth market > MLM >

(online) MLM for single dads/moms

MLM for influencers

MLM on Instagram

MLM for seniors

MLM for professionals who can't tap into their network.

MLM for military / transitioning military

(online) MLM for adrenaline junkies

Zach's example-Christian, conservative beliefs, previous am skateboarder, racecar driver, previous mechanic.

### **Online MLM for adrenaline junkies**

### **Why is your offer special?**

Teach other adrenaline junkies how to keep doing fun things all day (skydiving, racing, cliff jumping) rather than wasting their daredevil spirit in a cube. We do that by teaching them how to get results in MLM online, without bothering friends and family.

### **Masterclass (for system)**

Instagram Influencer - Leveraged Marketing Masterclass: \$1997 Value

### **Tools**

Funnels.

Influencer contact and pricing list.

**Tangible**

Phone script

Presentation script

**Tangible**

Training system for duplication.

**Tangible**

Your Company Membership - \$200 - \$1000 value

**Fast Action Bonus**

Personal Coaching - \$5000 Value