

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