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Article Template.

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Article

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<https://app.jointherealworld.com/chat/01GVZRG9K25SS9JZBAMA4GRCEF/01HT0ZRPCGEZD5TH229GRE2PXG/01HYC16DS4FCK2S4G2QXM0MT35>

Irresistible offer.

Headline - How to create irresistible offers that leave your audience salivating.

Outline

Set up - Every ad needs to be accounted for.

Challenges to tackle

- The barrier to entry or threshold + examples.
- 1 step vs 2 step.

Conclusion - make it a low threshold, whatever you do make sure they have an offer in each of them.

1st Draft

The absolute vast majority of local businesses' advertising has offers weaker than Steven Segal's acting.



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In this article, I will show you 2 principles to create irresistible offers that make your audience far more likely to buy.

Let's clear something up first;

Every advertisement you create/post needs to have an offer.

"Buy this product!"

"Click this link!"

"Watch this Video!"

There needs to be something at the end of every ad that gets the reader closer to the sale.

We don't run ads for "brand awareness" or any of that fluffy stuff.

Unless you're happy wasting away all your advertising budget, *"we sell or else!"*

Two important factors go into creating offers that do exactly that:

1. Is our offer low-threshold?

2. Is our offer part of one-step or two-step lead generation?

Let's start with the first point.

Offering high-ticket products/services in ads when people don't know you, is like asking a girl you find attractive to marry you before you've even had the first date.

Don't expect it to end well.

It's the same thing when your ad has offers like;

"Book a free 30-minute consultation call with me(total stranger)!"

"Buy my £497 course!"

"Watch my 2-hour seminar about myself"

Why

That's why we use low threshold offers; we give our audience something they would find valuable, but the risk for taking action on it is extremely low.

If you're selling rubber duckies, for example, people don't need to know you to buy from you.

If you're selling something fairly mid-to high-ticket however, like 250 and above, this is one of the best ways you can build trust and get your audience closer to the sale.



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Examples of a low threshold offer would be something like;

“Check out this video where explain something you’d be interested in.”

“Download this free ebook about such and such.”

“Get the free guide(downloadable PDF) to achieving a desired outcome in your life”

Now you’ve got way more of an opening for your audience because there is very little risk in getting something free.

It’s like buying a shirt in the sale that was £100, it’s on sale now for £50.

You’ll have much more people wanting to buy it because the barrier to entry to buy the shirt is now much bigger.

If you’re thinking, however; “How am I going to make money when I’m giving them free stuff?”

This moves us on to the second point; 1 step or 2 step lead generation?

Most advertising is an example 1 step lead generation.

You have an ad and an offer leading directly to the sale most businesses use this method and it does work for a lot of things.

But, and this something very few business owners are taking advantage of, with 2-step lead generation, we can retarget the people who click through on our low-threshold offer.

Now we have a smaller audience to advertise to, that are interested in what we have to offer them.

A 5,000-person audience who downloaded our free guide on a particular problem they are struggling with are far more likely to convert into customers than 100,000 who don’t know we are.

And if you were to do the math, that’s 20x our retargeting ad budget saved based on those figures alone.

The best part?

Meta and Google make this so easy to do, it’s almost shocking that most business owners don’t utilize it.

Simply connect your Google pixel, or even your meta pixel, and get an advertising cookie from your audience, and you’ll have the ability to have your ad follow people interested in buying your product.



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If you're thinking though "Won't those ads get annoying for my audience"

If they found it annoying, they would block your ads from reaching their account.

So, the key to crafting irresistible offers is...

1. Make sure you have a 'low threshold' offer.
2. Make sure you take advantage of both 1-step and 2-step lead generation.

2nd Draft

The absolute vast majority of advertising has offers weaker than Steven Segal's acting.

In this article, I will show you how to create irresistible offers that will make your ads generate more sales.

Two important factors go into creating a compelling offer.

Before you even test your offer in an ad, you need to ask yourself these two important questions to create the best value proposition for your audience:

- 1. Is my offer low-threshold?*
- 2. Is my offer part of one-step or two-step lead generation?*

Let's start with the first point.

Having high-threshold offers in ads when people don't know you, is like asking a girl you find attractive to marry you before you've even had the first date.

You can try... but I wouldn't risk it.

It becomes the same situation for your audience when your offer is a 30-minute appointment with you, a total stranger to them, or even diving straight into the sale with a high threshold offer.

If you do one of those things, chances are you're going to scare them off before they've even had a chance to think.

It's like someone selling 24-karat gold bars at a market.



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Sure, it can be done, but he'd be much more likely to sell low-karat gold coins than investment-priced gold bars.

This is why we use low-threshold offers: We start small and work our way up the sales ladder.

Some examples of a good low-threshold offer that you could implement into your ads would be something like:

- Promoting an article you've written about a particular problem in the industry.
- A free PDF guide to solving your prospect's problem.
- A 10-minute video of you educating the viewer on a solution to a problem they have.

But if you're thinking, *"How am I going to make money back when I'm giving them free stuff?"*

Let me introduce you to...

The power of 2-step (and 1-step) lead generation!

2-step lead generation is like 1-step on steroids.

For context, 1-step lead generation is when you have an offer directly selling you something, be it a course, a physical product, or even a service.

So if you were selling lawnmowers, for example, you'd run an ad promoting the new lawnmowers you have in stock, or a sale you're running for certain lawnmowers.

If they decide to buy, you can ask for their email address at checkout, and now you have a lead.

Everyone knows 1-step lead generation, and it is extremely effective when done correctly.

But with 2-step lead generation, we run an ad for a low-threshold offer with the intent of retargeting the leads we get in the future.

So we're using the lawnmower example again; instead of selling lawnmowers, we promote a free guide we've created about how to find the perfect lawnmower and what to look out for when buying one.

All they have to do is submit their email address on our landing page for the ad to get it.



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With those leads we get from promoting our free guide about lawn mowers, we can now run our promotional ad for a new lawn mower as a retargeting campaign, only this time we're targeting a much smaller audience that we know has interest in buying a lawn mower.

That's a much better prospect to sell our product to than blindly selling to everybody and hoping it works out.

The best part?

Meta and Google make it shockingly easy to do this.

Yes, connecting your Meta/Google tracking pixel to your website for 2-step lead generation can be a little bit tedious, but once you get that all setup, you'll be able to create re-targeting as easily as tying your shoes.

If you start implementing this, your conversion rate will be through the roof when you use retargeting; you will have a much bigger impact on a smaller audience than selling to the masses.

This is a vastly underrated technique, and almost all of the local businesses simply aren't picking up on it.

So, the key to crafting irresistible offers is...

1. Having a 'low threshold' offer that an audience unfamiliar with your business can get behind.
2. Utilising the power of both 1-step and 2-step lead generation.

Tweet/post idea bin.

- The key to crafting irresistible offers - think about what the other person wants.
- "Whoever can spend the most money to acquire a customer wins." - Dan Kennedy
- Is your offer a low threshold?
- 1-step vs. 2-step?
- Want to know how to stay on top of 95.5% of your competition? Use retargeting.
- Some products can easily be sold even if you have no idea who is selling them. You don't need to know a florist who's running a flower shop to buy flowers, but you probably need to know your jeweler if you want to buy gold. Point - if you're a high-ticket business, let your audience get to know you.
- What are some good examples of free value? (present the low threshold offers)



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