

Article #32 - First Draft

“We Are Cheap” Doesn’t Work. Do This Instead:

“Biggest Sale Ever!” ... “Lowest Prices Around!” Sound familiar?

If you’re like most business owners, you’ve seen these generic, low-ball offers plastered everywhere.

But there’s one problem: they don’t work.

A cheap offer might bring in some sales, but it tanks your company’s value.

Instead, let’s talk about **how to make offers that get you paid without cheaping out.**

Below, I’ll show you how to create offers that don’t just sell but make your customer feel like saying “no” would be a mistake.

Trigger Emotions With Value, Not Price

Imagine an offer like this: *“Get a professional website built for your business in 30 days, or it’s free.”*

What comes to mind? “Cheap” or “value” and “confidence”?

Think about an irresistible offer you’ve taken recently. Did you say “yes” because of the price—or because of what you were getting?

The trick is to **make the value of your offer so clear** that your audience sees it as a no-brainer—explain it in such a way where they know they’ll receive an **upgrade**: from where they are to where they want to be.

Build Urgency With Scarcity

You’ve seen it: “Only 3 spots left!” or “Just 48 hours remaining!” That’s scarcity at work.

By showing that your offer won’t last forever, you’re inviting people to act before it’s too late.

Examples:

“Only 5 consultations left this month!”

“Early bird special ends soon!”

Just remember, **only use scarcity if it’s genuine**; otherwise, you risk losing trust.

Add “Stacked Value” To Increase Appeal

Imagine you’re offering a marketing course; now add a private Q&A session, a worksheet, and a checklist for ongoing success.

See how much more value there is? It went from a course, to a whole degree.

Value stacking is about offering extras that feel like a bonus—but actually help complete the offer.

Example offer stack:

“Sign up for the 8-week fitness bootcamp, and get:

- 1. A personalized meal plan*
- 2. Weekly 1-on-1 coaching calls*
- 3. Access to an exclusive community for accountability”*

Each piece adds a layer of perceived value, turning your offer from good to irresistible.

Reduce Risk with a Guarantee

People hesitate to commit when they’re uncertain.

Ease their minds by offering a **strong guarantee**. This could be a money-back promise, a trial period, or even pay-only-if-satisfied terms.

Example Guarantee:

“Try our business growth course for 30 days. If you don’t get results, we’ll refund every penny.”

Irresistible Offers = More Sales

Creating an irresistible offer is about knowing what matters to your customer and making it feel like saying "no" would be a mistake. **Remember:** value beats cheap every time.

Implement these tips in your next campaign, and get ready to see higher conversions, happier customers, and way less "price-shopping."

P.S. Need a hand crafting your perfect offer? Fill out the form [here](#) for a personalized session. If we're a good fit, I'll come up with a strategy to make your next marketing campaign a no-brainer.

Outline:

Subject/Source: *"How to build an irresistible offer for your advertisement"* [How To Create An Irresistible Offer: 8 Psychological Triggers \(imeanmarketing.com\)](#)

Headline: ***"We Are Cheap" Doesn't Work. Do This Instead:***

Making Offers That Get You Paid Without Cheaping Out

Problem:

- *"Biggest Sale Ever!" ... "Lowest Prices Around!"* Sound familiar?
- If you're like most business owners, you've seen these generic, low-ball offers plastered everywhere.
- But there's one problem: they don't work.
- A cheap offer might bring in some sales, but it also tanks your company's value.
- Instead, let's talk about how to make offers that get you paid without cheaping out.
- Below, I'll show you how to create offers that don't just sell but make your customer feel like saying "no" would be a mistake.