

Offer Creation

The goal of the offer is centered around 4 core things for your potential customer:

1. Increase Dream Outcome
2. Increase the Perceived Likelihood of Achievement
3. Decrease the Time Delay
4. Decrease the Effort and Sacrifice

This equates to value being created.

For example, Domino's Pizza has a "30 minutes or less guarantee"
If the pizza is delivered in more than 30 minutes, you get it for free.

They decrease the time delay and increase the perceived likelihood of achievement due to the boldness of the offer.

You should be asking yourself the question "How can I make my electrical service seem as awesome as possible for the customer, decrease the amount of time I get it done, and decrease the effort and sacrifice on the customer's end?"

Essentially making it as easy as possible for the customer to choose you.

The less friction there is between them having a problem with their electricity and you showing up to save the day, the better.

Adding free quotes and promising to arrive at a certain time are just a couple of ways you can do this.

Don't be afraid to get creative, as long as you are standing out from your competitors in a good way.

Here are some examples. See if you can spot the core offer:

Free Estimates
Contact Us Today

[Learn more](#)

15% OFF

YOUR NEXT ELECTRICAL
SERVICE BEFORE SEPT 30TH
2022

Join Today For Only \$5 & Get the Rest of the Year Free!

Run a restaurant? Promote your business for FREE (\$0 fees and \$0 commission) and get more customers. Redeem your limited-time offer.



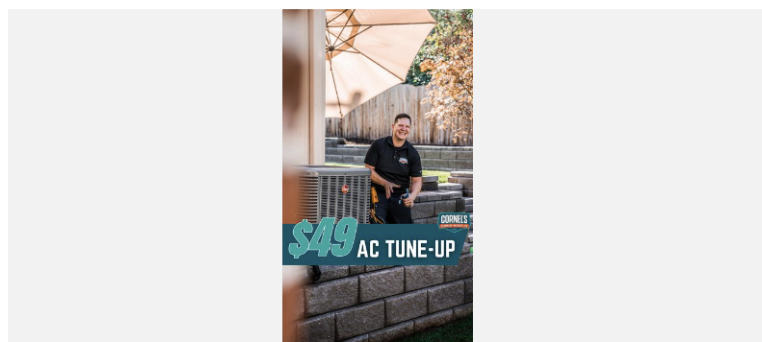
💧 Not happy with your current plumbing estimate? Jim's Plumbing is offering free second opinions for all service work! 💧

💧 What's included in your FREE Second Opinion?

- 👉 Thorough inspection of plumbing issues
- 👉 Detailed analysis and diagnosis
- 👉 Customized solutions tailored to your needs...



Our experienced technicians inspect and clean your furnace system for just \$49. Book now & save big (\$397 value) on peace of mind!



SPECIAL OFFER] Schedule Your \$49 Furnace Tune-up Today

Get Offer

Potential leads want to feel like their problem will be solved without a hassle, headache, or any anxiety.

If you can promise and deliver something that makes their life easier, you will do very well in your business. How your lead perceives your solution will decide if they order a job or not.

Do everything in your power to make things easier and faster for your potential customers and advertise it.

Here's a good starting point:

I promise to do "x" in "x" amount of time, without you having to do "x" or "x".

Add your offer on your website, ad copy and images, and anywhere else you can think to put it.

Good luck.