

# The Offer Diamond™

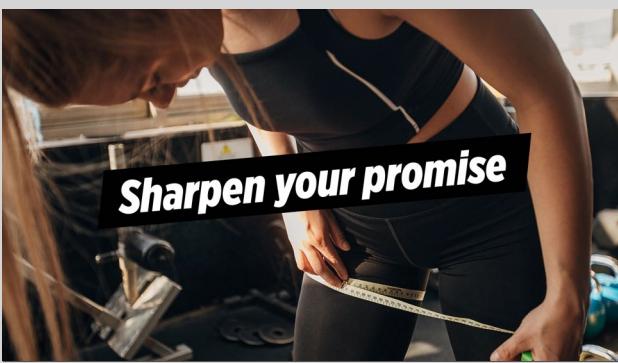
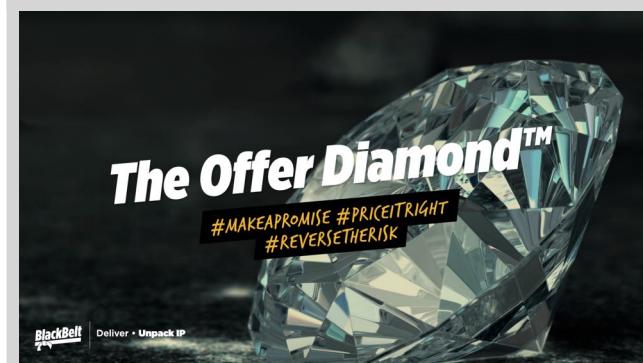
#MAKEAPROMISE #PRICEITRIGHT  
#REVERSESETHERISK



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## The Risk:Reward Ratio™







**Limit supply to raise demand**

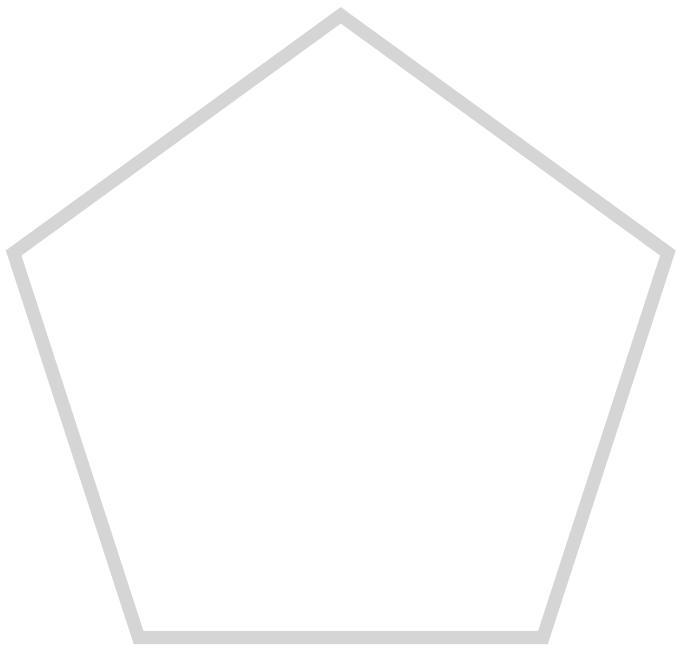


**Stack the cool**



**Make yes easy**

## The Offer Diamond™



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# Name Your Product™

Best Practice	Examples	Current	Ideas
<ul style="list-style-type: none"><li>• One word</li><li>• Easy to identify</li><li>• Clear trumps cute</li><li>• I want that</li></ul>	<ul style="list-style-type: none"><li>• 5 Hour Energy</li><li>• CLIENTS</li><li>• The \$10K Coach</li><li>• Scale</li><li>• Million Dollar Badass</li></ul>		



# The Product Handle

	Technical Words	Top 3 Keywords	Top 3 Technical Words
<b>Description</b>   What is it?	<ul style="list-style-type: none"><li>• Advantage</li><li>• Analysis</li><li>• Approach</li><li>• Audit</li><li>• Blueprint</li><li>• Booster</li><li>• Builder</li><li>• Cheatsheet</li><li>• Checklist</li><li>• Expander</li><li>• Experience</li><li>• Focuser</li><li>• Formula</li><li>• Game plan</li><li>• Guide</li><li>• Matrix</li><li>• Maximiser</li><li>• Method</li><li>• Model</li><li>• Navigator</li><li>• Network</li><li>• Planner</li><li>• Process</li><li>• Progression</li><li>• Profile</li><li>• Program</li><li>• Report</li><li>• Session</li><li>• Snapshot</li><li>• System</li><li>• Technique</li><li>• Template</li></ul>		
<b>Benefit</b>   How are people better off?			
<b>Metaphor</b>   What's it like?			<p>The Final Version</p> <p>The _____ TM</p>



# The Program Promise™

Goal	Examples	Current	Ideas
<ul style="list-style-type: none"><li>• Specific result</li><li>• Set timeframe</li><li>• Small promises</li><li>• Aspirational</li></ul>	<ul style="list-style-type: none"><li>• Thin thighs in 30 days</li><li>• CLIENTS</li><li>• 20-day New Patient Bootcamp</li><li>• Million Dollar Coach</li><li>• \$10K in 10 weeks</li></ul>	It's designed to ...	



# The Pricing Hacks™

Best Practice	Examples	Current	Ideas
<ul style="list-style-type: none"><li>• ROI</li><li>• Pay plan language</li><li>• Align with outcomes</li><li>• 3's and 5's</li></ul>	<ul style="list-style-type: none"><li>• \$600/week</li><li>• \$20K PIF or \$2K/month</li><li>• \$1,500, \$2,000, \$2,400</li></ul>		



# The Scarcity Engine™

Best Practice	Examples	Current	Ideas
<ul style="list-style-type: none"><li>• Lower supply to increase demand</li><li>• Chunk down the milestones</li><li>• Fast action bonuses</li><li>• Sell past the close</li><li>• No fake scarcity</li></ul>	<ul style="list-style-type: none"><li>• 10 spots in CMM Pro</li><li>• The first 5 get ...</li><li>• We start on Tuesday</li><li>• Our next intake is August 4</li></ul>		



# The Bonus Builder™

Best Practice	Examples	Current	Ideas
<ul style="list-style-type: none"><li>• Congruence</li><li>• Accelerators, objection overcomers</li><li>• Sales and intimacy opportunities</li><li>• Reward fast action</li></ul>	<ul style="list-style-type: none"><li>• 1:1, small group call</li><li>• Done for you: Sidekick</li><li>• Tools: CMM, website</li><li>• Scripts and templates: webinar template</li></ul>		



# The Risk Reversers™

Best Practice	Examples	Current	Ideas
<ul style="list-style-type: none"><li>• Reward good behaviour</li><li>• Action based</li><li>• No questions asked</li><li>• Make it safe to start</li></ul>	<ul style="list-style-type: none"><li>• Rob Nixon: \$300K in extra profit every year provided you X, Y, Z</li><li>• I'll buy it back from you at full price — and give you \$10 for a plate of tacos</li><li>• 120 day "one full cycle" Love It Or Leave It</li></ul>		





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## Next ...

Name

Date

## Takeaways

## Actions

## Communications



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