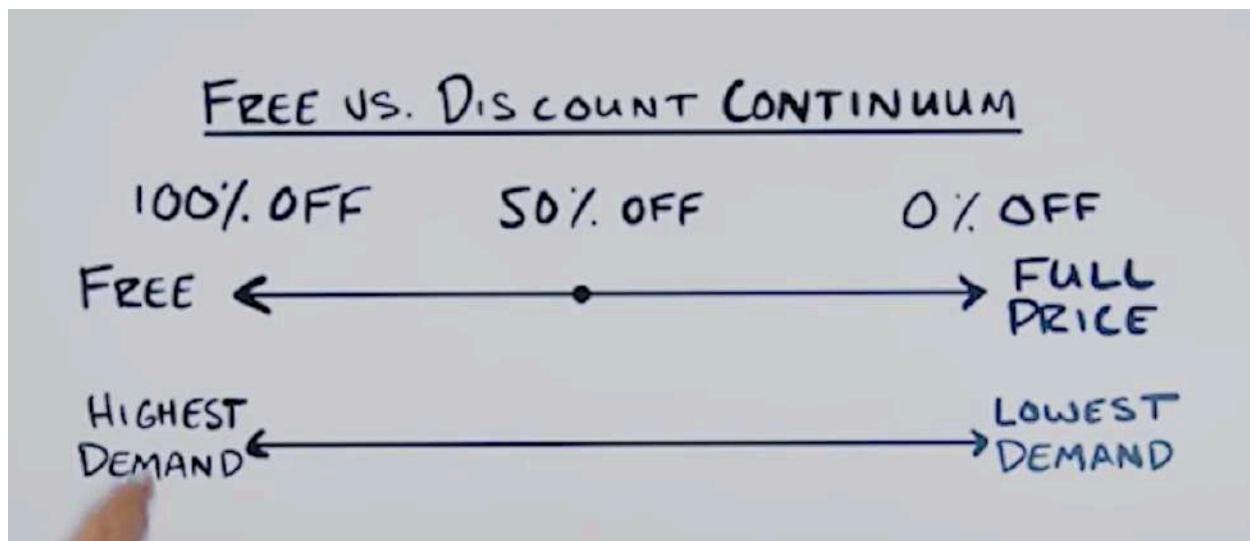


Attraction Offers

Attraction Offers

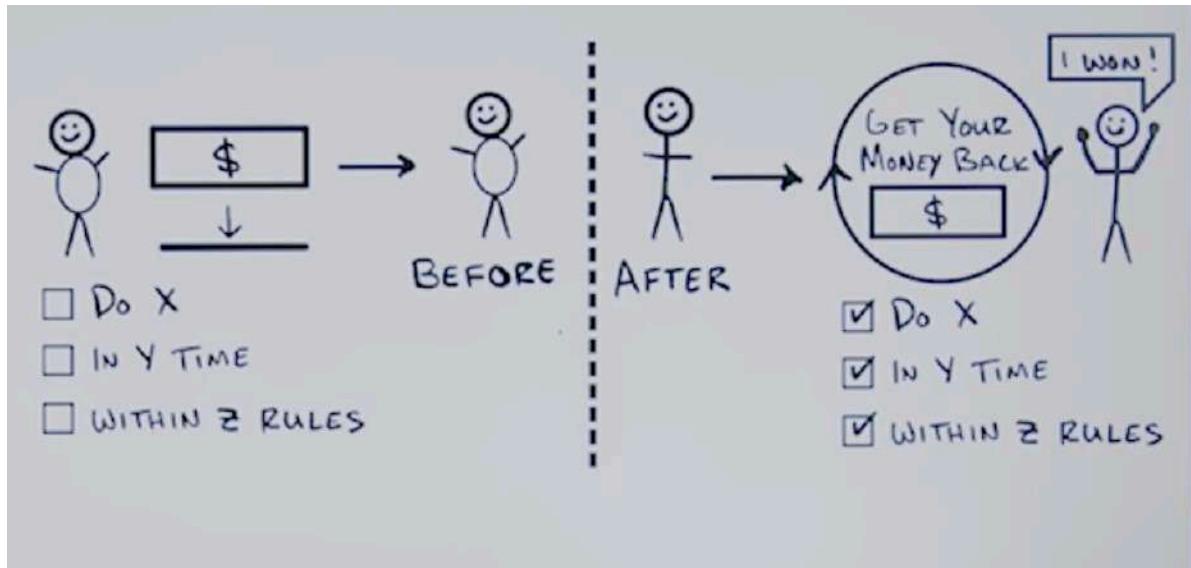
ATTRACTION OFFERS – Definition

- Attraction offers generate leads *and* convert them into customers.
- They turn advertising into money by offering something free or at a discount.
- We do this because everyone wants a great deal.
 - In a great deal, customers get *far* more value than the price they pay. Strangers can only take your word on the value. But, they absolutely understand the price. For that reason, discounts make *anything* a great deal to just about *anyone*. And, the greater the discount, the better the deal. The greatest discount of all being *free*.



Attraction Offers: Win Your Money Back

- Made Alex more money than any other offer he's created



1) How I Learned It

- Gym mastermind “best practices”
- Danny had a client say no then made offer to him
- Dude got great results and many people wanted it
- Went from 8 Weeks PT to 6 Wks PT to 6 Wks BC to Ads
- We then switched to Free and Non Free versions with credit back + money back guarantee

- Guy said i'll pay you \$500, if i hit my target i get the money back but you can use my pictures.
 - Guy hit target, gym owner used pictures and got 13 extra clients.

ATTRACTION OFFERS: WYMB - Description

- **A Win Your Money Back Offer works like this:** You set a goal for the customer and tell them how to reach it. If they reach it, then they qualify to get their money back or get it back as store credit.
- **Three versions:** Get Results, Take Actions, or both. And to make this work, you have to make the results and actions simple to track.
 - **Results:** Here, no matter what they do, if the customer gets the result, they win their money back. For example: Making \$X a month, Getting Y customers, Losing Z lbs etc. *Basically, they bet on their own ability to reach the goal.*
 - **Actions:** Here, you hold them accountable for *doing* actions instead of *getting* results. No matter what results they get, if the customer does what you ask, they win their money back. For example: attend all sessions, calls, meetings, log progress, take pictures, do assigned homework, etc. *Here, they bet on their ability to follow directions.*
 - **BOTH.**
- You want to tie the actions you want them to do to qualify for the refund with
 1. That advertise your business
 2. Get the best results
 3. They attend the upsell sales opportunities → they don't know they're upsell opportunities
- Key is upselling people throughout the process. So it doesn't matter if they hit their goal - 70% of people did for Hormozi.
- Challenge is small change that is part of bigger change

ATTRACTION OFFERS: WYMB - Description

- Becomes a high cash flow choreographed onboarding
- Works even for people who don't come in for free offers
- Best results out of any program
- 70%+ hit their goal
- Short term goal < Long term goal
- Works well with businesses that require customers to do a lot in order to be successful
- **Bottom Line:** Customers put money down. If they do the stuff OR they get the result OR both—they get it back as cash or store credit.

ATTRACTION OFFERS: WYMB Examples

3) Examples: Rehab

- **Offer:** Free Kick That Habit in 28 Days Blueprint
- **Suggestions:** Attend all your rehab sessions, post in the group once per week, journal daily in our app, attend your feedback session and your transformation session (both sales/upsell appts).
- **Result:** Pass Urine Test at end of 28 days
- **Goal:** Results-based

3) Examples: Pain Relief

- **Offer:** Free 28 Day 1-on-1 Pain Relief Program
- **Commitments:** Attend all your rehab sessions, do your at home stretches and post a pic in the group once per week when you're done, attend your feedback session and your transformation session (both sales/upsell appts).
- **Goal:** Action-based

3) Examples: Marketing

- **Offer:** Free 5 Clients in 5 Days Challenge
- **Actions:** Send 100 outbound messages per day, attend the daily training, post in group daily once you've done homework.
- **Results:** Make 5 Sales
- **Goal:** Action & Result Based

ATTRACTION OFFERS: WYMB – Important Pts

- **Win Your Money Back Works With New, Current, And Previous Customers.**
- **It Works Well With Stuff People Start And...Quit.**
- **Don't Worry. This Offer Makes Money.**
- **Only Offer "Win Your Money Back" If You Feel Ok With Giving Money Back! (10% average).**
- **Offer Store Credit Instead of Cash.**
- **Don't Take Blood Money.** Give refunds if they ask for it.

- **Sales:** Ask them if they want short or long term goals. Sell as the kickstart to long term. Explain benefit of giving external motivation to teach internal motivation.
 - Toothbrush story
 - Create habits that don't take effort
 - When crediting the people on the back end, roll it into the service over an extended period not up front.
 - \$600 = \$50 Discount/mo for 12 months.

ATTRACTION OFFERS: WYMB – Important Pts

- **How To Create Your Win Your Money Back Criteria.** These criteria make or break this offer. Good criteria have three characteristics:
 - **1) Easy To Track.** Train them on exactly what they need to do (or they will mess up). Bonus points if people already do it. Ex. Phones already track steps. Word processors already track word count. Cameras automatically date photos.
 - **2) Gets Customers Results.** Make criteria likely to get them their desired results. *Realistic* criteria do just fine. If you think the criteria look too easy, you've probably gotten close to realistic. They may take a few tries to get right, but so does anything else worth making. Ex: attend meetings, workouts, watch videos, etc. Whatever stuff the best customers do to get the best results, make everyone do it (and they'll get great results too).
 - **3) Advertises The Business.** Make advertising the business part of your criteria. For example: posting about their participation, tagging in social media, referring, or leaving reviews and testimonials.
- For advertise the business make it easy for them giving templates if needed

- **How You Apply Store Credit [IMPORTANT]** When customers win their money back, offer to apply it over a longer period or a bulk package. Just offer to apply it to something that costs more than their winnings. In my experience, this keeps customers engaged and makes you more money. Here's what that looks like:
 - You have a product or service that costs \$200 dollars a month.
 - A customer wins \$600 of credit. Avoid giving them three free months *up front*.
 - Instead apply the \$600 over 12 months → $(\$600/12 \text{ months} = \$50/\text{mo discount})$.
 - They now pay: \$200 per month - \$50 discount = $\$150 \text{ per month}$
 - To be clear, they can use credit however they want. But, I recommend you present this first. If they ask to use it up front, you can share my experience - people fall off if they don't pay *something*. A discount over the long haul keeps them engaged over the long haul. So it's in the customer's best interest to keep some skin in the game.
 - In-depth details on this Upsell Offer in the Rollover Upsell chapter (Section IV)
- **All Meetings and Calls Provide Opportunities To Make More Offers.** Make check-in meetings part of your money back criteria whenever you can. And make all meetings required to win their money back. Beyond helping them succeed, they are the best opportunities to make upsell offers. So after you've checked in, offer what makes sense based on their feedback. The Win Your Money Back Offer and my gyms had three appointments:
 - Nutrition orientation → "Before pictures" → I make a supplement offer.
 - Progress Check-in → I make a membership offer.
 - Transformation Feedback → "After pictures" → I make the membership offer again.
 - If they bought the membership at the last meeting, I offered a discount if they prepaid for a year.

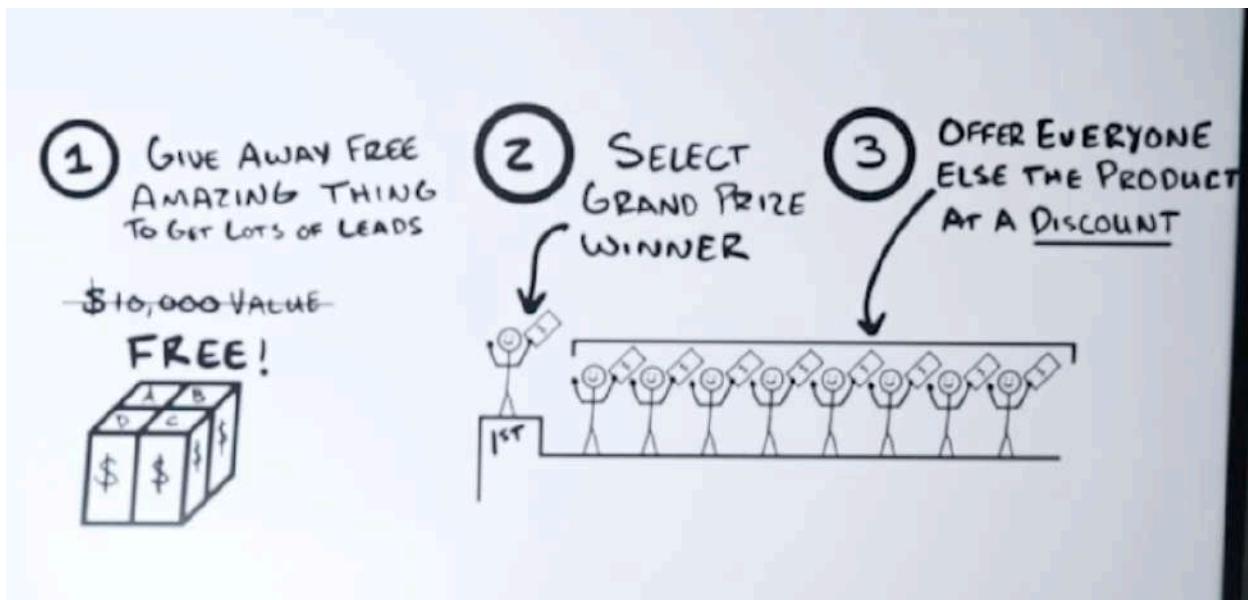
- **Make Everyone A Winner.** About halfway through, make your next offer as if they already won. You lower the customer's anxiety about failing and you'll keep them longer. They'll also love you more.
 - *"I know you're trying to hit this short term goal, but what's your long term goal?...okay that's great to hear. You get that it's not about this program but about your long term results. Tell ya what, to show you how much I want you to hit that long term goal, I'll credit this program toward the next one whether you hit the short term goal or not—How's that sound?"*
- **At The End Of The Program, Let The "Losers" Win.** If someone refuses your first upsell and fails the challenge, you can still upsell them again. Here's how: act like they won. I say something like:
 - *"Don't worry about it. You started. That's the biggest victory of all. And even though you didn't hit your short term goal, you met ours - which was finishing what you started. To show you that we're in this for the long haul, we'll credit your entire deposit towards staying with us long term. That way you get your money back and we can still hit your goal. How does that sound?"*

Attraction Offers: WYMB – Summary

- The Win Your Money Back Offer rocks because:
 - You get loads of upfront cash.
 - You get more customers to say yes since you lower their risk.
 - You get massive results for customers.
 - You get more long-term customers.
 - They advertise your offer to get you even more customers.
- Making some meetings a part of getting the deposit back give great opportunities to check-in with your customers and make more offers specific to the their needs
- Everyone thinks businesses make money on people who fail the program. No. The real money comes from people who succeed with it *and you have something else to offer them*. Trust me on this one. The more results you deliver, the more money you'll make. Think long.

- Make refund criteria easy to track, aligned with customer goals, and helpful for the business.
- Only use a Win Your Money Back Offer if your refund rate is below 5%. Otherwise, fix your product before doing this. You risk getting too many refunds.
 - I added an unconditional value guarantee.
- Put the store credit toward another, preferably more expensive, offer. You want them to stay customers... so give them the opportunity. You never want people to stop paying you.
- To make more sales and keep more customers, make everyone a winner in private. That way, everyone stays surprised and grateful when you make your Upsell Offer.

Attraction Offers: Free Giveaways



1) How I Learned It

- Play for Online trainers
 - Scholarship Offer
 - Partial Scholarship downsell
 - Have A/B Option For Partial Scholarship call
 - Make sure to have a "reason why" they should win
 - Works everytime + get goodwill
-
- Sell main thing: Full Scholarship to year long program. People who didn't receive it but still keen, give partial scholarship.

- Laws got made “illegal lottery” because it works so well

Giveaway Offers advertise a chance to win a big prize in exchange for contact information and whatever else you want. Then, after picking a winner, you offer everyone else the big prize at a discounted price. Giveaways also go by names like “sweepstakes” and “raffles” etc. They all mean “enter for a chance to win.” To run a Giveaway Offer you:

- Pick a Grand Prize and Promotional Offer.
- Ask for contact information and other eligibility criteria.
- Pick what actions you want entrants to take to qualify for the big prize.
- Put the giveaway on a deadline to add urgency
- Announce the Grand Prize winner and contact Promotional Offer winners

- promotional offer can be discount on the main prize
- Contact promotional offer winners “we thought your submission was so compelling we wanted to offer you a partial scholarship...”
 - That Grand Prize thing you said you wanted.. “it’s like that but cheaper / shorter / better”

1. **Pick A Grand Prize.** Make your Grand Prize the *thing you want everyone to buy*. Make sure you assign a monetary value to your grand prize to serve as a price anchor for your Promotional Offer. For instance, if you sell \$5000 worth of value for \$2000, then advertise the \$5000 value!
2. **Pick Your Promotional Offer.** The Promotional Offer is a *discount* on the Grand Prize. And the bigger the discount, the more compelling the offer. (Hint: So the bigger the value you assign your Grand Prize, the better!) Remember, leads entered the Giveaway because they found the Grand Prize interesting. The Promotional Offer gets you customers because you offer what they *already showed interest in* at a discount.
 - a. The ‘discount’ was the ‘partial scholarship’ in the story. Call your Promotional Offer whatever you want for your business: scholarship, gift card, dollars off, store credit, vouchers, etc.

- **Ask For Contact Information** in exchange for a chance to win. Beyond that, I survey for prize *eligibility* and then ask them to take *qualifying actions*.
- **Eligibility:** I ask if they're a fit for my products. Like 'do you own a vet clinic?' or more character/need based questions like 'why you should be selected?'
- **Qualifying Actions:** Other stuff entrants do to qualify to win. I also use these to get them to promote my giveaway more, or demonstrate higher levels of interest. Ex: attending a call or event, making a post, entering a group, etc.

- More friction in the qualifying offer the less people will do it. Make Grand Prize compelling enough they're happy to do the things

- **Put The Giveaway On A Deadline To Add Urgency.** Make your Giveaway more urgent by only making it available for a limited time. I like three to seven days.
 - As soon as leads enter the Giveaway – update them daily.
- **First**, let them know how long they have left until you announce the winner.
 - You can do this with email, direct messages, texts, social media posts, and so on. Do as many as reasonable. Once a day across all platforms works fine.
- **Second**, provide value along with your countdown. Show everyone the benefits of the grand prize, how excited they should be, and *refer everyone to social proof*. Keep up the hype alive!
- **Pro Tip: Whisper–Tease–Shout:** Once people enter the Free Giveaway, it may help to think of the countdown like a mini-product launch. So check out the Affiliates and Partners chapter of *\$100M Leads* for a detailed look on launches

Give them value as they go teasing what's on offer. Not just saying "it's coming, it's coming". e.g. if it's a vacation with the countdown one of the days show the rooms, the next the location etc

- **Announce The Grand Prize Winner And Start Contacting Everyone Else.** Announce the Grand Prize winner publicly, then message everyone else who qualifies for the Promotional Offer privately. That's the magic – *as many people can win the Promotional Offer as you want.*

- Notify them by text, email, and direct messages.
- In that message, ask them to schedule a call to redeem their prize.
- To make sure they redeem their Promotional Offer, add another deadline.
- Make claiming the Promotional Offer expire in 3-7 days.
- The second countdown works like the first: show the benefits, more social proof, and more valuable stuff about your offer.
- Give them a way to book a call to claim their prize.

- **Explain Promotional Offer Winners The Cost-To-Value Using Their Discount.**

- **My rule of thumb:** make your Promotional Offer equal to 10% – 30% of your Gross Margins.
- **EX:** Say we advertise a Grand Prize with a '\$5000 value' with a \$2000 retail price tag. The Promotional Offer winner gets it for \$1800 (a 10% discount off retail). When we let them know they won the Promotional Offer, we explain they get \$5000 in value for an \$1800 price tag.
- By comparing the value of the thing to what they pay, a 10% discount becomes a 64% difference in cost-to-value!
- **Bottom Line:** Remember, everyone that entered the Giveaway showed interest in your thing. And if somebody shows interest in a thing you have to offer—*offer it to them.*

- **Dentist Offer – Free Perfect Smile Giveaway**
 - Grand Prize: A free set of invisible braces – \$6,000 retail price
 - Promotional Offer: \$2000 gift card for Braces
- **Physical Products Offer – Free Year of Organic Dog Food**
 - Grand Prize: Free Year of Organic Dog Food – \$1000 retail price
 - Promotional Offer: \$300 gift card for dog food *only useable with a one year subscription.*
- **Services Offer – Free Ultimate Giveaway**
 - Grand Prize: Free 1-Year Package – \$5,000 retail price
 - Promotional Offer: \$2000 voucher redeemable toward 1-Year Service Agreement
- **Consulting Offer – Free 16-Week Turnaround Giveaway**
 - Grand Prize: 16-Week Turnaround – \$12,000 retail price.
 - Promotional Offer: \$6,000 Partial Scholarship.

Attraction Offers: Giveaways – Important

- **Consult Legal Counsel About How To Structure Your Giveaway.**
- **Eligibility Criteria Get More Customers To Buy The Promotional Offer.** I ask questions like this to get ammo: Why should we pick you? Why this program? Why now? Why does this matter to you? Why is this important to you? What's your goal? Etc.
- **If Your Giveaway Doesn't Work, It Means Your Grand Prize Wasn't Grand Enough.**
- **Give Away Two Prizes For Twice The Leads.** (Example on next slide)



Alex Hormozi

old age (infused) in Monetizing

Watch (27)

...

Refer a Winner and You Win Too

Many of you are inviting friends to play in the games with you. And that's the point. To make business fun. To encourage this even more, we're adding a new incentive.

--if a person you refer gets in the top 10, YOU GET TO COME TOO.

Aka if they win, you win.

Beyond that, as a reminder:

****Anyone you refer to Skool earns you a lifetime 40% commission.****

Everyone's gonna come to Skool eventually. And people can only be referred once. So since you are all early, you have a bigger opportunity to refer. So I'd encourage you to refer them before someone else does (or they come on their own).

Imagine referring all your friends to Facebook before everyone was on it. Like that, but cooler because you're actually helping them learn and grow (and getting a commission too).

To refer somebody share your referral link here:

(<https://www.skool.com/games/affiliates>)

PS - You'll have a higher likelihood of winning the games if the people you refer already have an audience to give their group an immediate boost.

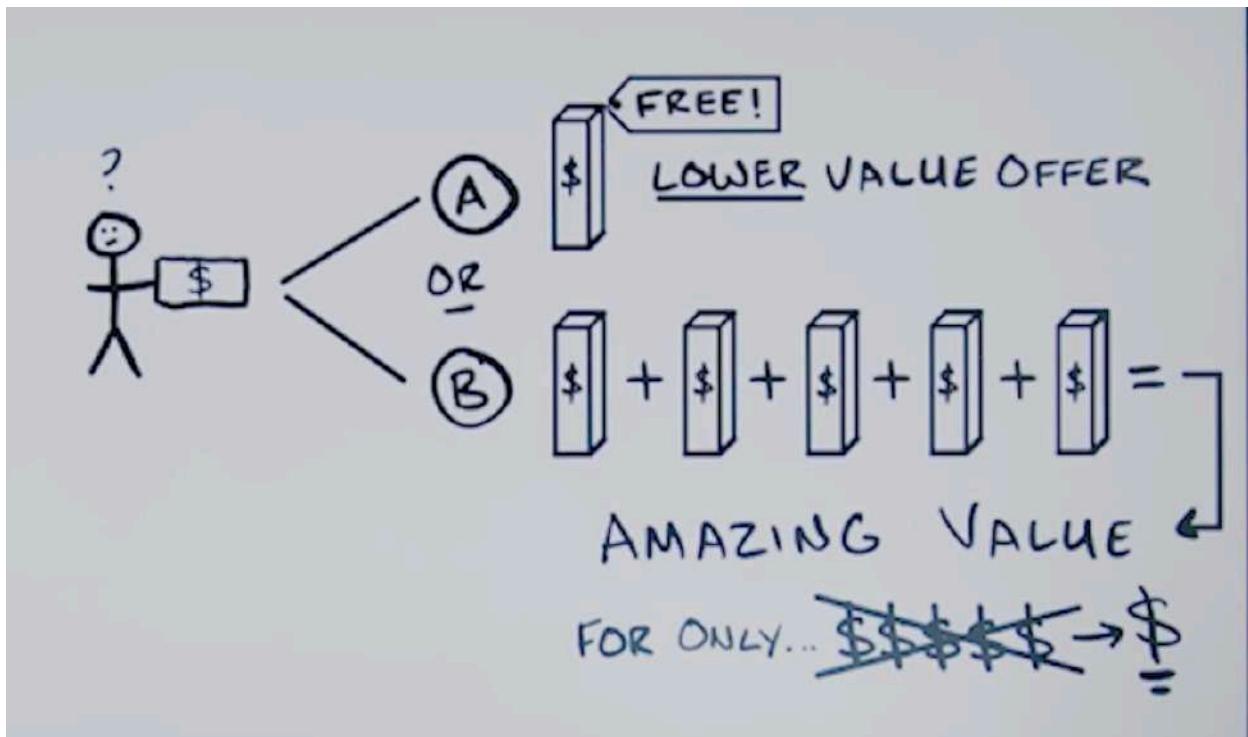
- **Scarcity, Scarcity, Scarcity.** Limit your giveaway by time, number of entries, or both. You can run giveaways for a specific amount of time (ex: 7 days), a specific number of entries (ex: 5000 entries), or both. I like both.
 - I match how many people I let enter the giveaway with number of people I have time and resources to connect with inside 7 days. Anymore would be a waste.
- **Urgency, Urgency, Urgency.** I add urgency in three places—To enter, to claim, to use. Make how long they have to enter clear in the advertisements.
 - Once you announce winner(s), let them know how long they have to claim.
 - When they do, schedule their call the same day or next day (if you can.)
 - Once you let people know what they won, tell them how long they have to use it. I like hours, but I have gone up to five days. In short, always have deadlines.

- **Have Downsells Available.** At the start of the call, let them know they have two ways to use their prize. And that you'll help them find which way makes the most sense for them. Then, offer the discount on the Grand Prize thing. If they take it, great. If not, then offer the same discount by percentage on any other product you have that makes sense for them.
- **If No-Shows For In Person Appointments Become An Issue.** First, instead of doing mass notifications to people who qualified for the Promotional Offer, reach out to them individually.
 - When you get ahold of them, let them know they have to claim their prize in person.
- **If You Have A Recurring Revenue Business.** Apply their Promotional Discount over the longest period of time they'll agree to. Then, set up their monthly subscription to bill automatically at normal rates after the discounted period ends.

- At their core, Free Giveaways ask an audience to apply to get a high value thing of yours for free. Many will enter—one wins. The rest win discounts.
- Pick a Grand Prize people want.
- Give two prizes away if you want more people to refer. Tell them if someone they refer wins, they win the other prize.
- Offer a chance to win the grand prize to anyone who enters *and* qualifies.
- You can get great information from every lead because you can make it part of the entry process. Get information that indicates how your offer will provide them value. This becomes important for making offers later.

- Advertise your Giveaway for 7 days, or hit the number of people you can manage to call in 7 days—whichever comes first.
- Everyone who doesn't win the Grand Prize, and qualifies, gets offered a Promotional Offer.
- Book appointments with Promotional Offer winners to credit their win towards the Grand Prize
- Give them limited time to claim their prize.
- Putting an expiration date on people claiming their prize makes them more likely to claim it.
- If somebody says no to your main discount offer, have another product or service to discount. It may suit the lead better.

Attraction Offers: Decoy Offers



1) How I Learned It:

- 5 Day VIP Story
- Fast Forward a few years...
- Needed Leads for gyms
- Old offer wasn't converting (at the time)
- 5 Mini Beta Groups

Winner: Free 21 Day Transformation

- Guy handed out free cards for tanning session. People think they could get tanned in one session but to get a good tan you needed to go multiple days. One session wasn't enough. So:
 - First session with the card was free but then sold them the follow-up.
 - Stretched the discount across multiple sessions e.g. \$5 off for each session

Attraction Offers: Decoy Offer (Free)

1) How I Learned It: Winner: Free 21 Day Transformation

- Free 1 Workout Per Week – At Home Nutrition Course
 - OR
 - \$399 Version (Unlimited + Nutrition + Guarantee)
 - 70-80% take upgraded version
 - 100% Based on an Upsell

- Attract them with the free offer then upsell them to a premium
 - In example above free offer was 3 free sessions (1 a week for 3 weeks) + nutrition course
 - Upsell is unlimited gym access for 3 weeks, nutrition plan + a guarantee of results
 - If done right 70-80% take the premium version

- Decoy Offers advertise something free or discounted.
- Then, when leads ask to learn more, you *also* present a more valuable premium offer.
- The premium offer provides more features, benefits, bonuses, guarantees, and so on.
- By putting your decoy offers and premium offers side-by-side, leads can see how much more valuable your premium offer is.
- I like Decoy Offers because they get more customers overall.
- They either take the decoy version or the premium version.
 - If they take the premium, great.
 - If they take the decoy, also great. It gives you time to upgrade them rather than losing them.
- But either way, you can close everyone. This makes it cheap and profitable to get new customers. And *any* business can use it.

- Even if they take decoy, creates opportunities to sell other things.
 - Eg. take decoy offer but you give then you add “bonuses” like 1-week nutrition plan which then gives you the opportunity to sell supplements

Here are the steps to make a Decoy Offer:

- 1) Advertise a lesser, smaller, or simpler version of your premium offer as decoy.
- 2) When leads engage, offer both options, but emphasize the premium one.
 - a) Use Bonuses, Premium value, and Guarantees.

3) Examples: Lemonade Stand:

- **Attraction Offer:** “Free Week of Lemonade for All First-time Customers”
- Option A Free: “You can have this free water + powder + warm water lemonade . . . it’s artificially sweetened and may give you digestive issues . . . or . . .”
- Option B Premium: “The organic, all natural, vegan, gluten free, imported italian lemons, which are cold distilled and shipped straight to your door so you never need to waste time coming to the store, and will have you feeling like a labrador puppy chasing butterflies all day.”

3) Examples: Float Tank Center: “Free 6-Week Stress Release Challenge”

- Attraction Offer: “Free 6-Week Stress Release” **OR** “\$6 6-Week Stress Release”
- Decoy Option: One float per month with at-home do it yourself stress relief exercises.
- Premium Option: Two times per week floats for 6 weeks, 1-1 consulting, journal, sleep routine. Satisfaction guarantee

3) Examples: Gym Offer (Local Business):

Attraction Offer: “Free 21-Day Transformation” **OR** “\$21 21-Day Transformation”

Decoy Option: Workouts done in a Skool.com group once a day. A general nutrition plan. Can watch recordings. No support. No guarantee.

Premium Option: Unlimited workouts, a personalized nutrition plan, 1-1 accountability, results guarantee (or you get another 21 days free.)

- **How To Make Your Decoy Offer.** Offer fewer components, older models, or less personalized versions of your premium offer. Also, remove any guarantees. Your Attraction Offer only has to get leads to engage. Nothing more.
- **Advertise Benefits Not The Features.** We want to sell them on the dream outcome. We advertise a transformation in 21 days, not workouts and meal plans. Leads get specific product details in the sales presentation, *not* in the advertising!
- **You Can Advertise Discounts in Four Ways.** Let's say you had a year long thing that costs \$100 per month. If you wanted to let them pay \$900 for the year, you could say:
 - 1) Percentage Off: 25% off
 - 2) Absolute Amount: \$300 off
 - 3) Free portion: 3 Months Free
 - 4) The Total Package: One Year For \$900 (~~\$1,200~~)

- **Make The Contrast Huge.** The bigger the contrast, *the better the deal*, the more customers will take it.
- **Discount Offers Have Higher Show Up Rates Than Free Offers.**
- **If Possible, Present The Premium Offer First. *If they ask for it... (most people don't)***
- **Get Them To Give You Permission To Sell Them.** If they ask to hear about your decoy, you are legally required to present it, or you prefer to present it first, here's how I like to do it:
 - Ask them a simple question: "Are you here for free stuff or lasting results?"
 - And as soon as they say "results", which most people do, skip to your premium offer.
 - If they say "free stuff," present the decoy offer then immediately contrast it with your premium offer. Then only after presenting both ask them "*which do you think will get you to your goal faster?*" or "*which would you prefer: XXX less valuable benefit or YYY more valuable benefit 1, 2, 3...?*" At this point, they'll have to say the premium offer. Then you can move forward in the sale mutually agreeing it's the best thing for them.
- Contrast has to be huge. If people are taking the decoy offer it's too good.
- Offer premium offer first (due to price anchoring)

- **When Making Your Premium Offer, Get Excited About It.** Present it as superior to the decoy offer, because it is. And, assuming it is, how it fits the customer better. Your excitement motivates people to take the options that will give them the most value.
 - From a selling perspective, you want to talk to the lead as if you already know they will accept your offer. Many salespeople refer to this as an "assumed close."
 - You operate from a position of: *This is what everyone does. This is just a formality. Let me get your ID and credit card so you can get your value.* No hype. Just friendly disposition. **Almost bored over how regularly people buy.**
- **Surprise Benefit (Optional).** To take this a step further, if someone takes the decoy option, you can choose to surprise them with a few low/zero cost features from your premium offer.
 - Just say something like "hey, I'm gonna throw this in, even though it's part of our premium offer just because I want you to get great results." This builds goodwill, over delivers, and increases the chance they take your upsells later. Remember - they're still leads!

- Decoy Offers advertise something free or discounted. Then, when leads ask to learn more, you *also* present a more valuable premium offer.
- Make the premium option *far* more valuable than the decoy option by adding more features, benefits, bonuses, and guarantees.
- Strip down your decoy offer as much as reasonable.
- When leads ask about your decoy offer, present your premium offer right next to it.
- Ask "*are you here for free stuff or lasting results?*" for permission to offer the premium thing first.
- You can still make money from leads who pick the decoy option. You'll learn the best way to deliver your decoy product *and* maximize upsells from it
- Expect to make money fast. If you're not, then make the contrast between offers larger.

Attraction Offers: Buy X Get Y Free

Good saleship is built on education.

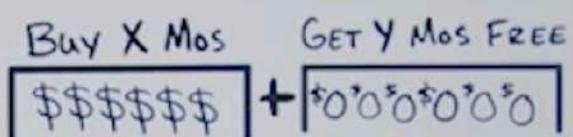
Bad saleship is built on deception.

Buy X GET Y FREE

PRODUCTS:



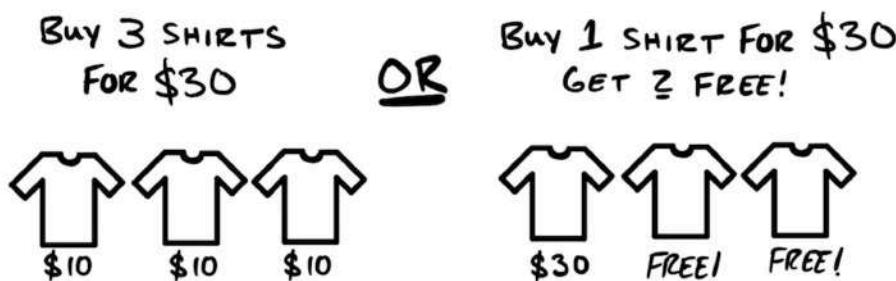
SERVICES:



- Downtown Nashville
- Came back 10 years later. People went out of business.
- But one offer - had expanded
- Boot Barn: "Buy one get two free"
- Two markdowns. To \$600. Instead of "one fairly priced boots" or "20% off" they had buy 1 get 2 free.
- Bachelorette parties piled in

e.g. Price of 3 boots would usually be \$600. But because it looks like 1 is \$600 and 2 are free you buy.

- In Buy X Get Y Free Offers, when customers buy something, they get other stuff free.
- The more free stuff they get, and the higher its value, the better it works.
- Free offers get way more attention than discount offers. But if you only have one thing to sell, and you give it away, *you go hungry*.
 - In situations like this, businesses tend to lean on discounts. They run “sales” relying on holidays, seasonal changes, or whatever, as reasons to *temporarily* lower prices and get more customers.
 - But, by selling more than one thing at once, you can turn Discount Offers into even stronger Free Offers.
- When you have more than one item, you can make the discount value large enough that it covers the price of more stuff. For example, I could sell three t-shirts for \$10 each for a total of \$30 or I could sell one t-shirt for \$30 and give two away free. It's the same price, but way more free stuff!



- And if I wanted to offer a discount (rather than *only* reframe the price) I could do this. I could sell three t-shirts for \$6.67 each for a total of \$20 (33% discount) or keeping the same discount, I could sell one t-shirt for \$20 and give two away free. It's the same price, but way more free stuff again!



Buy 1 Get 2 Free Physical Products Offer: (The Boot Factory Offer)

- One Pair of Boots: \$200
- Buy X Get Y Free Offer: Buy One Pair For \$600, Get Two Pairs for Free.
- End Result: They still buy 3 pairs of \$200 boots for a total of \$600

3 Versions: 18 Months Of Services AKA “3 Pairs Of Boots”

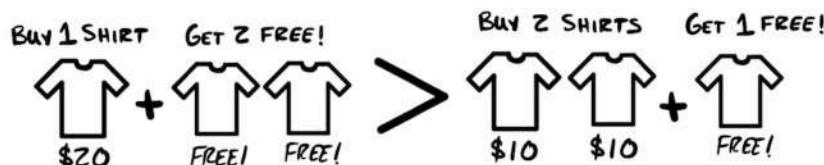
Good: "Buy 12 Months Get 6 Months Free" – \$1800

Better: "Buy 9 Months Get 9 Months Free" – \$1800

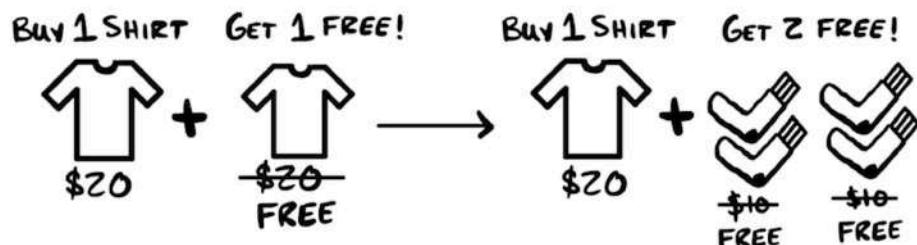
Best: "Buy 6 Months Get 12 Months Free" – \$1800

Everyone pays the same price for the same amount of service. But, the third option is the most compelling. (Hint: It has the most free stuff!)

- **Buy X Get Y Free Gets People To Buy More Stuff And Provides More Value.** It used to take a whole year for some of my service businesses to make their money. But the "Buy 6 Months Get 6 Months Free" offer attracted *far* more customers than the original month-to-month offer. Even better, they got paid up front for it!
- **Raise Prices Before Giving Stuff Away To Preserve Profits.** So, permanently raise prices to accommodate the discount. Don't lie.
- **Buy X Get Y Free Works Better If You Have More Free Stuff Than Paid Stuff.** Give more free than you ask people to buy. Just play with the pricing until it makes sense for you. 'Buy one get two.' instead of 'buy two get one'.



- **The Free Things Can Be Different From The Paid Things.** Just make sure the value of the different free stuff still makes the offer compelling. Ex: Let's say socks have a \$10 value. If they buy one shirt for \$10 but get \$20 of free socks, it may seem like a better deal.



- **More Free Cheaper Things Can Work Better Than Fewer Free Expensive Things.** Let's say I could only afford to give one shirt away for free, but for the same cost I could give them three pairs of socks. I'd probably test "Buy 1 Shirt Get 1 Shirt Free." against "Buy 1 Shirt, Get 3 Socks Free." Socks cost less than a shirt but people still see "buy one thing get three things free." Sometimes, more cheaper things work better than fewer expensive things.



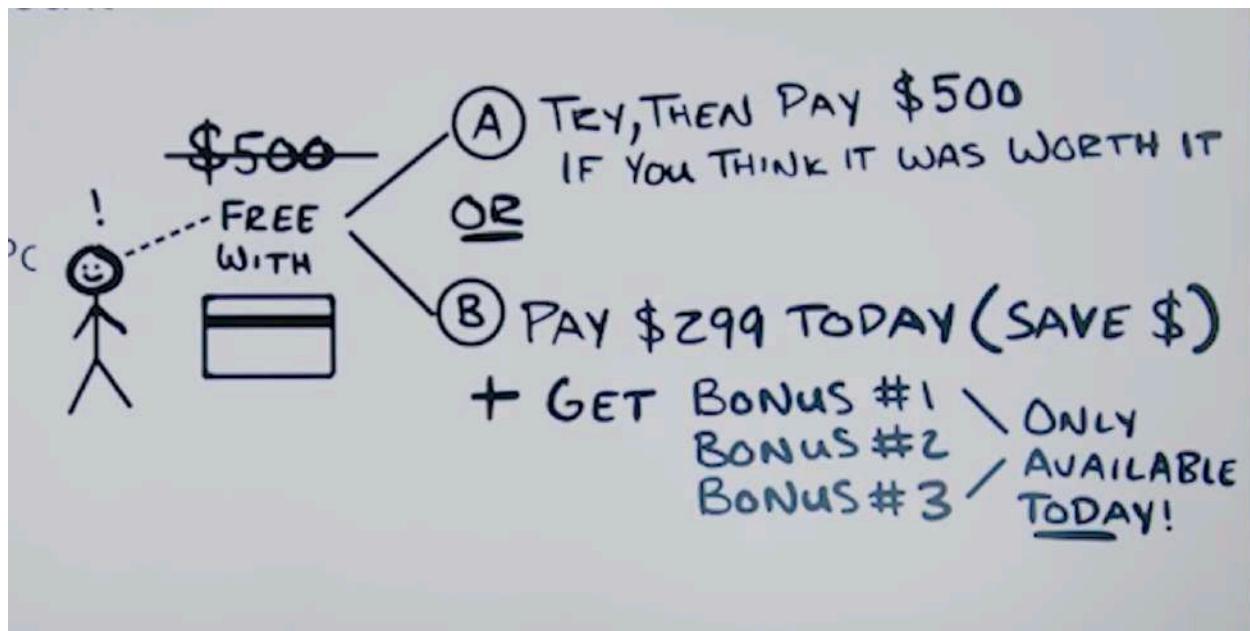
- **Rather Than Offer a 33% Discount, Try Buy One Get Two Free.** Even though it can be structured to accomplish the same thing, free drives more interest than a discount.
- More people know the value of *free* than the value of one shirt.
- For example, rather than sell \$10 shirts for \$6.67 each (33% off), you may get more interest (and make more money) by offering "buy one shirt for \$20 get two free." Test it.



- **Do Not Make Offers Like This If You Can't Manage Money.** If you get a whole year's worth of payments in a month, *make sure you can deliver* for the whole year. Budget the correct amount of money to service your customers for the duration of your agreement.
- **A Wonderful Grand Opening Strategy.**
- **Make This Offer To Existing Customers For Fast Cash.** If you have a recurring business already, and need cash fast, you can make this offer to existing customers. Many will happily "Buy Ten and Get Two Free" (at their current price). Just cap how many can take the offer to ten percent of your customers base.
- **Even If Customers Prepay Then, You Can Still Upsell Them Different Stuff Now.** A lot of people don't want to make more offers to customers who prepay for stuff. This is a mistake.
 - Give them other offers to buy, and they will. After all, they may have prepaid months ago. Their wallets have been 'refreshed'
- **If Customers Only Buy Once, Make The Buy As Big As You Can.** Ex: Boot factory & tourists.

- In Buy X Get Y Free Offers, when customers buy something, they get other stuff free.
- Buy X Get Y Free works for stuff that makes sense to buy more of or get longer access to.
- Basic Buy X Get Y Free offers reframe pricing. Buy 1 Get 2 Free costs the same as buying 3... except customers see the free offer as more valuable. (18 Months of Service example)
- Always try to give more free things than paid things.
- You can pair different free things with your paid things.

Attraction Offers: Pay Less Now or Pay More Later



ATTRACTION OFFERS: Pay Less Now Or Pay More Later

- Double your reading in 3 hrs or it's free
- Clicked to register
- "Put credit card down for \$0 and get billed \$297 after the training ends. If your reading speed doesn't double, just email us and we won't bill you. Must attend to be eligible.
 - OR...Pay \$97 right now + get recordings free.
- On the webinar he pitched a 8 week intensive

- In Pay Less Now or Pay More Later, you give people a choice to pay full-price later OR pay a discounted price now.
- This play removes *all* risk from the customer.
 - They pay later *and* only if they like it.
- It combines the benefits of a delayed payment and a satisfaction guarantee.
 - *Anyone can sell this.* Almost anyone will agree to pay later if they are satisfied.
 - But, once they agree to pay later, you can get them to pay *now* with hefty discounts and valuable bonuses.
- Shows you the value of delayed payment + guarantee
- How much you have to discount & how many bonuses you need to stack - shows you the relative value of the guarantee and the delayed payment

ATTRACTION OFFERS: Pay Less Now Or Pay More Later

- The *pay later* option allows you to advertise “free” since they can choose to pay or not. This gets lots of leads engaged.
- But this free offer has an added benefit, *we get their card on file*.
 - If they choose this option and hate the product, then they can cancel any time before the charge goes through.
- If they accept the *pay later* option, we make a follow up offer to *pay now*. *Pay now* options provide a 20–50% discount and greater bonuses.
 - And since we already have their card on file, we make it easy for them to pay.
- Whether they choose to *pay now* or *pay later*, you’ve got customers, and likely, some profit.
- But, to take full advantage of this offer, you’ll want something else to sell. So have something *more, better, newer* to offer when the time is right.

- Market core value as free
- Prospect puts card down to consume service/value
- At end, they are billed for service (full price)
- But they don’t need to decide until *after*
- You can charge more for the thing since its a delayed purchase
- Give them a one time offer of same thing for $\frac{1}{3}$ – $\frac{1}{2}$ price + bonuses and a guarantee.
- Goal: Get enough people to take the immediate upsell (\$97 option in example) to cover acquisition costs, after that you want as many people as possible to pay for the \$300 thing
 - So there’s a balance you’re looking for of who takes what option

Reading Speed Tutorial

- **Pay Later:** \$0 Now + \$299 After 3 Hour Training
- **Pay Now:** \$149 Now + Recording + Notes
- **Upsell:** 8 Week Double Your Reading Speed Course For Max Comprehension.

- Pay now discount amount = the amount to cover acquisition costs

Attraction Offers: Pay Less Now Or Pay More Later

Find Your First Real Estate Deal – Free 3 Day Workshop

- Pay Later: \$0 for 3-day workshop. They get billed \$500 at the end unless they cancel.
- Pay Now: \$299 for 3-day workshop plus recordings, 1-1 call with certified distressed property expert, plus printed materials to use (delivered at the workshop).
- Upsell: \$30,000 to take you through every other step of closing your first deal within six months *plus*: legal templates, advisor to vet the investment, inspection checklist, etc.

Physical Products: Fourteen Day Clothing Trial

- Pay Later*: \$0 Now. Get it. Then get billed \$149 in fourteen days.
- Pay Now: \$97 for the clothing + an accessory that goes with it.
- Upsell: The dress comes with an offer for a monthly subscription to more clothes like this.
- *Customers must return the product in like-new condition before billing to qualify for guarantee.*

Local Business Service: Trim Your Hedges For Free

- Pay Later: \$0 Lawn Cut + Hedges then \$599 after.
- Pay Now: \$369 Lawn Cut + Hedges + Lawn Treatment
- Upsell: \$199 per month lawncare services
- The rep comes to the house, makes the estimate, and offers both options, then upsells after the work is done.

- **Promise A Clear Yes/No Result.** First, make your promise a clear 'yes or no' result. Second, make sure you can deliver on it within your time frame. If you don't, they will ask not to be billed.
 - For example, if you promise to decrease someone's shoulder pain, have them rate their pain 1-10 before you do your magic, then ask them to rate it after. If it went down, you've succeeded and you can sell them something else. Keep the promise simple, clear, and measurable. This avoids unnecessary cancellations.
- **Make a Conditional Satisfaction Guarantee.** *People can only cancel the billing if they qualify.* For example, I had to show up to the reading training to qualify to cancel the charge.
 - Think: attendance, showing up to an appointment, turning in data, etc. Make the criteria what people do to get the most value out of the product. Win-Win.
- **Have bonuses for your pay now offers to get even more buyers.**
- **Optimizing Your 'Pay Now' And 'Pay Later' Offer.** If too many people take your 'pay later' option, discount the 'pay now' option more, add better bonuses, or both. If too many people take your 'pay now' option, do the opposite.

-
- **If More Than Ten Percent Of 'Pay Later' People Cancel Their Payment.** You promised too much, the guarantee conditions are too low, or the price is too high.
 - Note: No matter how well you deliver, *some* people will cancel their payment. That's okay. Factor it in your costs of doing business and live your life.
 - **This Works For Recurring Revenue Businesses Too.** You just give them the option to pay a higher on-going rate thirty days later or they pay less today and keep the lower rate for good. Plus, add in some bonuses. See *Section VI: Continuity, Chapter: One-Time Bonuses*, for more details.

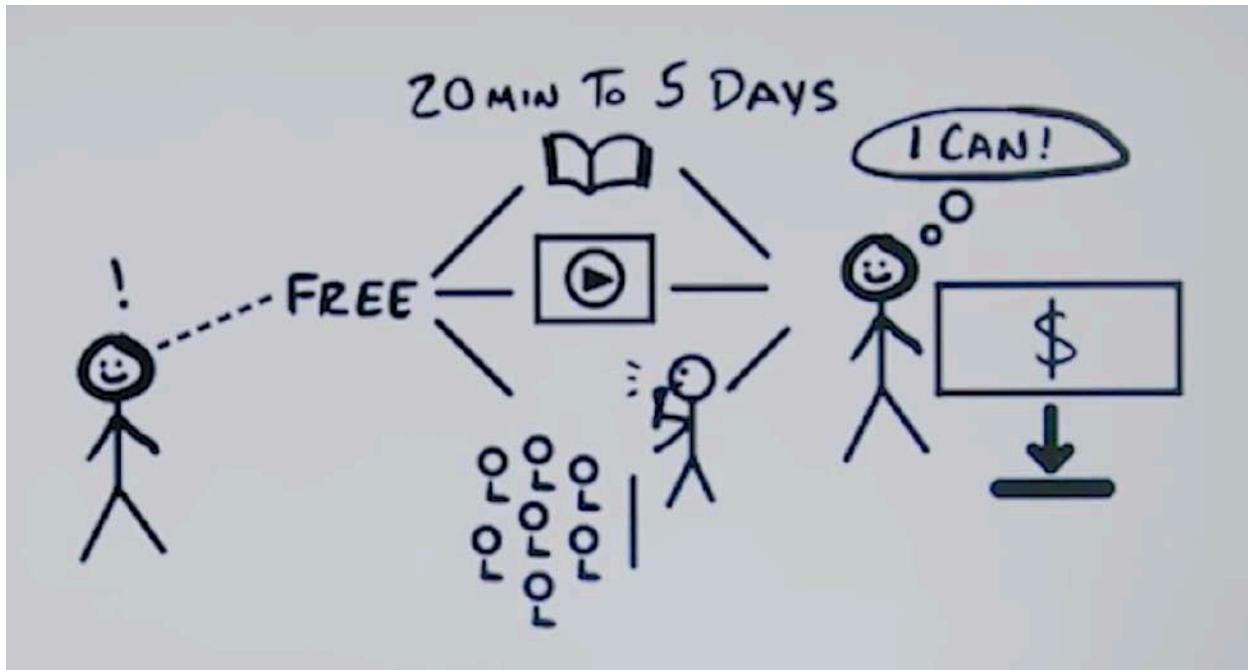
- **If You Run Events/Workshops/Presentations, Hint At Your Next Offer Early.** If the reading guru had said "Everyone wants to know when my next reading intensive starts because they sell out so fast. I'll get to it at the end. But please pay attention. I want to deliver on the promise I made to you guys to double youtube reading speed first." By hinting about his next offer earlier, he would've sold more of it. Let me explain:

- I used to do a lot of nutrition consultations.
- People would interrupt me all the time to ask about supplements. It annoyed me.
- So one tired day I spouted "everyone wants to know what supplements to buy. We'll get there - I promise. But please pay attention to the nutrition section - it matters more."
- By accident, I implied everyone bought supplements without offering them. And all the head nods I got showed they actually did want more products. **All these factors got more people to buy when they finally got to ask.** A happy mistake I made sure to repeat.

- **If selling over the phone, get the card FIRST** then ask "oh yea, I forgot to ask. Would you want to save \$200 on that price?"
- They'll say yes and you just explain: ""Yeah, so for people who decide to just sign up without waiting to experience it first, you'll get VIP seating, and recordings from the event, and you get it for \$200 less than if you wait. And you won't be able to get those other two bonuses at any time. You wanna go ahead and do that?"
- The more compelling those bonuses are, the more people will say yes.

- Pay Less Now Or Pay More Later Offers give people a choice to pay full-price later OR pay a discounted price with additional bonuses... *if they pay now.*
 - The Pay Later option has a delayed payment with a conditional guarantee.
 - Have clear criteria to qualify for the guarantee and easy ways to measure it.
 - If you can, align the criteria with what gets people the most value from the product.
 - The Pay Now option offers 20-50% discount and bonuses *if they pay now.*
 - Offer customers the *pay now* option after they accept the *pay later* option.
 - If they choose *pay now*, they get the discount and bonuses instead of the guarantee.
 - Make your promise easy to track, difficult to refute, and a clear yes/no result.
 - If you have more than 10% canceling, you promised too much, the guarantee conditions are too low, or the price is too high.
 - Also, give extra attention to those who claim they haven't received what was promised before the cancellation deadline.

Attraction Offers: Free with Consumption to Upsell



1) How I Learned It:

- Went to event for my gym to learn marketing
- Went into a side stage to see presenter
- Saw him present (pitched with no offer)
- Weren't allowed to sell - but I wanted to buy
- I learned later that was called a webinar
- And I thought it was really cool

2) Description:

- Give free thing that teaches and provides value
- Breaks beliefs most have around this particular thing
- Make offer to solve their next concerns
 - OR
- Embed CTAs to take next steps in the process
- Works for Books, Webinars, VSLs, Events, Workshops...anything where you get people's undivided attention

2) Description:

- Process reverse engineers trust
- Education is the core of marketing
- Amount of time you need is in direct proportion to the price of the thing you sell (and how cold the audience is)
- The bigger the plane, the longer the runway

3) Examples: Free Diabetic Dinner/Neuropathy/XYZ Dinner

- Offer: Free Dinner
- 90 Min presentation that sells \$50-\$100 consult
- People trust people who are on stage & people they eat with + in person bonus points
- Consult sells a \$5,000-\$10,000 year long health and wellness program with supplements and nutrition protocols
- Benchmark: Convert 25% in room. Convert 33% of appts.

3) Examples: Free 3-5 Day Challenges/Virtual Summits

- **Event/Virtual:** Day 1: Give 2: Give/Ask 3: Repitch/Give
- **Challenges:** 1: Give 2: Give 3: Give 4: Pitch 5: Proof/Repitch
- **Sale** works great for very cold markets and high ticket prices.
- **Goal** is to break core beliefs while you deliver on the tactical promise you made at the beginning/headline
- **Benchmark:** Convert 2-5% of people who optin. (Higher in niches)

3) Examples: Free 3-5 Day Challenges/Virtual Summits

- Monday: Our story, why its like your story, why we can help, what we're going to cover, and perspective shift about how your approach to solving the problem is different)
 - Tuesday: Second valuable nugget of value - regarding their ability/insecurity
 - Wednesday: Third Most valuable nugget (Regarding their #1 excuse outside themselves). Mention your offer coming friday and open the ability to buy.
 - Thursday: Pitch
 - Friday: Repitch + Q & A
-
- First day: identify past friction + closer framework
 - Clarify whether they're a fit
 - Label their problem
 - Overview of their past pain
 - Sell them the vacation of what we're going to accomplish together
 - Explain away their problems

- Reinforce decision
- Frame the sale

3) Examples: Topic Headlines

- **Entrepreneurship:** Free “Find Your Perfect Product” Entrepreneurship Challenge
- **Marketing Agency:** Free 5 Day “Find Your Niche” Agency Challenge
- **Weight Loss:** Free 5 Day Plateau Buster
- **Addiction:** Free 5 Days To Substance Freedom Challenge
- **Pain:** Free 5 Day Pain Releases Challenge
- **Life Coach:** Free 5 Days to Get Unstuck Challenge

3) Examples: Webinars

- Offer: This is a pitch. It's a 90-min presentation structured to break their core beliefs around accomplishing their goal. I believe this is one of the most valuable things you can give someone - belief. I also believe it is the first step of coaching. So as long as you believe your product/service can change their life, learning how to break beliefs will be a key skill on your journey you MUST acquire.
- Benchmark: Convert 10 percent of those on the call when an offer is presented.

- Webinars are compressed version of the 5-days
 - First 15 minutes = origin story
 - second 15 minutes = Big obstacle that most people encounter
 - Next 45 minutes = value piece
 - Final 30 minutes = the pitch

3) Examples: Strategy Call (actually)

- Offer: Barely an offer but can be structured since most people have no trust.
- Works well when paired with service delivery.

Benchmark: Convert 25%+ percent of those on the call

4) Important Points:

- The 3 Beliefs:
 - **UNIVERSE:** Life should be easy.
 - This product/service lives up to claims. Here's how the universe will work to help you. It is fair. It will work.
 - It was unfair before this because you had an information disadvantage, but now you don't.
 - If the universe is unfair, then life is horrible. But the universe will bend to your will now that you have earned it, and you will get status because you deserve it.

4) Important Points:

- The 3 Beliefs:
 - **OTHERS:** People should treat me the way I want to be treated and act the way I want them to act
 - This product will position you above other people. Here's how you can get everyone to act the way you want to act and be treated the way you want to be treated. External forces will bend to your will.
 - If people have not acted the way you wanted in the past, it's not your fault — it's someone else's or something else's fault
 - If people don't do what you want, then they are horrible, but people will, which is why this works.

4) Important Points:

- The 3 Beliefs:
 - **Self:** I should be able to do whatever I want
 - This product is easy to use. This is not frustrating or overwhelming. You can do it.
 - If you have messed up in the past, and it's not your fault. It's someone else's or something else's fault
 - Failing would make you feel horrible, which this won't, which means it's awesome

4) Important Points:

- When breaking beliefs: teach concepts not tactics
 - Reason: Everyone gets value from concepts
 - Only executors get value from tactics

5) Summary:

- Learn how to break those beliefs
 - Provide excessive value teaching concepts that underpin whatever you sell
 - This is an education process to create your ideal prospect (and ward off people who are not)
 - Can be added to any sales process in any business to increase close rates and avg ticket sold
 - A zillion ways to do it (can even see content this way)
-

5 steps to break beliefs:

1. This is what you used to believe
2. This is why it's wrong
3. This is what's right
4. This is why it's right
5. proof
- 6.