

The Godfather Offer

Offer creation is a skill.



That means once practiced, it becomes an art.

You don't need a specific offer to help someone else or charge them. Once you understand and practice this module, when someone reaches out to you, you can spin up a compelling offer on the spot and make the sale.

EVERYTHING IS AN OFFER - your lead magnet, your promotions, your products, and your services. You can keep these aspects in mind to craft a compelling promotion.

In short: what product/service can you create that aligns with everything we've talked about previously?

What fits this strategy to perfection?

What can you create that actually delivers the quantifiable end result for your target?

This is where everything comes together.

Your offer is an exchange of value.

How can you present your offer in a way that is OVERWHELMINGLY valuable in exchange for the asking price?

It's time to start thinking of your offer in more ways than just a product or service. There is much much more that comes into play here.

1. Pricing

Value-based pricing.



How do people charge thousands of dollars for a few videos (in a course)? They provide an overwhelming amount of value for the price.

If you can nearly guarantee someone results - and their PROBLEM is BIG enough, they will pay the price to have your solution.



When crafting the rest of your offer, take competitor prices into account.

Are you providing more than they are?

Can you offer a lower (but respectable) price?

This is also where you should take levels of awareness into account.

Basic, foundational courses for low-levels of awareness will cost less.

Those foundational courses based around your own unique mechanism can cost more.

One-on-one help with someone that is building an audience demands even more.

As you educate your audience and start to build out more complex problems for niche problems, you can charge even more.

2. Bonuses

Bonuses can be used in multiple ways - the main thing is... you need to be able to offer bonuses.

For price negotiation (not directly included in the offer):

If somebody says the price is “too high” or they do not have enough - do not lower your price. It decreases the value of your offer.

Instead, offer them a relevant bonus (that is not included in the offer) to push them over the edge and get them to buy.



Example: \$1500 is too much for a website - offer them a free landing page valued at \$500 to push them over the edge.

Included in your offer:



What bonuses, relevant to your main product or service, can you bake into the offer to add higher perceived value?

Let's say my main product is a web design course... I can offer bonuses like:

- An SEO guide so people can get more organic traffic to their site
- A free 30 minute coaching session to help them make use of it
- A Slack or Discord community where buyers can interact
- A website checklist to make it easy for them to create websites

Bonuses will justify your pricing and result in an extremely happy customer.

Some people buy products solely for the bonus items.

3. Risk Reversal (Social Proof Included)

What will make the reader understand that there is ABSOLUTELY ZERO RISK from buying from you?

This comes down to a few things.

- Payment options (split payments, financing, etc)
- Money back guarantee (a bit generic)
- Social proof
- Other proof that shows your offer WORKS
- Guaranteeing the clear promise or else you receive X

You are attempting to reduce the perceived risk of investing in your product or service.



This goes beyond the traditional money-back guarantee, but does not eliminate the need for some form of a guarantee.

For consulting offers, I've noticed that "If we don't hit X result, I will work with you until we do" has worked very well.



For something like a cohort, "If for any reason, you are able to roll over to the next cohort at any time."

For products, you can get creative or just offer a money-back guarantee.

4. Discounts

Discounts should be used sparingly (depending on the platform or method)

Discounts for holidays, special events, and milestones are a good idea - not much to touch on there.

One thing to take into account is CONTRAST.

You should talk about the true value of your offer compared to the price you are offering it at.

"Coaches charge \$2500 for 3 months of hand holding. I am giving you all of the information you need for \$47."

"Realistically, this website would go for \$10,000 when designed by a big agency, I am giving you it today for \$5000."

"Everything included in this bundle is worth \$449, you get it for \$25"

You get the point.

Use this to your advantage when selling both verbally and written.

Offer Stacking For Negotiation & Audience Level

Offer stacking is an INCREDIBLE way to sell more of your service.



Side note: if you can create a course, you can create a service. You SHOULD create a service.. Whether it's freelancing, coaching, consulting, or all of the above.

Example of An Offer Stack



I am now a freelancer. I charge e-commerce stores \$5000/month to implement the Email Domination funnel (random name off the top of my head).

When I am on a sales call with the decision maker of this e-commerce store, they may have objections about the price, OR just not be able to afford it.

SO, I now have a backup offer. I can implement a piece of the Email Domination Funnel for half the price (\$5000 one time fee). Rather than the entire funnel, I write specific sequences and hand them off to the store.

If this is still too much, I can offer consulting for \$2500. 8 calls and I teach them how to implement the entire Email Domination Funnel by themselves. They get all of the value of the \$5000/month service at a fraction of the cost.

At this point, \$2500 one time fee seems like NOTHING compared to \$5000/month.

Example For Coaches

First offer: The Actualization Program (\$5000)

Full fledged 3 month program.

Second offer: The Accelerated Program (\$2500)

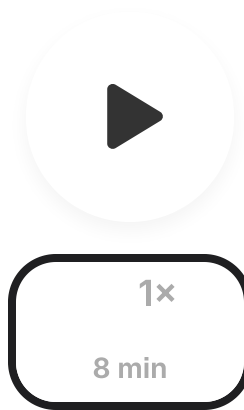
Accelerated 1.5 month program. Same value + material, half the time and half the calls (still extremely appealing).

Third offer: The Micro Program (\$500)

2 weeks of DM or Telegram access, no calls. You assign them content from the program and talk them through it.



Now, once they go through any of these programs, you can upsell them on a micro coaching monthly retainer. \$500/month with little time investment on your end. Let your mind run wild and get creative with this. As with everything in marketing... this will get better with time, experience, and iteration. Don't get discouraged if you don't get this right the first time.



Previous Lesson:
More Marketing Firepower

Next Lesson:



Action Steps



Module 6

Creating A Systemized Marketing Strategy

0/7

