

# Offer and Value Goggles

60/30/10

## KISS Plan (Keep It Super Simple)

Updated 4-25-24

60% of sales success is in the LIST.

*(Are they already presold on **P**resent Pain, **P**ersonality, **P**hilosophy)*

30% of sales success is the OFFER.

*(Plan/Promise, **P**rice) 30 Years of Offer Making Boiled Down Into **One Sentence**: Find out what people are ALREADY fed up with and offer them a new and exciting way out...and be the ONLY place they can get it.*

*What CHANGE do they ALREADY WANT? (a general rule of thumb is NOT to make the change about changing anything internally. If you show them how to get what they want without “self-improvement” conversions go nutz zongo.*

*EXAMPLE: Prior to Amazing Selling Machines (one of the first trainings on Amazon Selling) the market was trying to get better and “self-improve” their ability to DRIVE TRAFFIC.*

*btw: Traffic is a means to an end.*

*Amazing Selling Machines said, “Do you suck at driving traffic? Now you don’t have to. Amazon has millions of buyers built right in. Let us show you how to source products that are already in demand and you won’t need to*

*worry about driving traffic. You can focus on sales and BEING a wildly successful business owner.”*

*That ^ brought in 10s of millions of dollars, maybe 100 million? I haven't checked in a while? 😊*

## 10% of sales success is the COPY.

(Pleasure so they keep opening and reading.)

## Financial and Marketing Hacks (Leverage points).

### **Owner Finance Hack:**

## FINANCING and MILLIONAIRE MATH.

If someone is currently selling IP for \$1k and they normally sell 50 in a campaign...or they want to sell 50.

$$50 \times \$1k = \$50k$$

Add financial leverage (payment program) and doubling or tripling the sales number is NOT UNUSUAL...

Instead of a full pay of \$1,000...

If we made one change to the offer and made it \$220 a month for 12 months = \$2640 (\$1640 more than \$1k)

Look at what happens to the campaign revenue:

SAME AMOUNT OF SALES:  $50 \times \$2640 =$   
 $\$132,000/12 = \$11k$  per month (\$132,000 versus \$50k)

DOUBLE:  $100 \times \$2640 = \$264,000/12 = \$22k$  per month (\$264,000 versus \$50k)

TRIPLE:  $150 \times \$2640 = \$396,000/12 = \$33k$  per month (\$396,000 versus \$50k)

It gets better!

If offered something else, 30% or more will upgrade to a more expensive program or continue on past the 12 months.

Would you rather have 50 people you can upgrade?  
...or 100? or 150?

This ONE finance hack can add multiple six figures to a campaign.

*Also, check this OUT:*

AFTER they say, “Yes.”

*Ask, “We have a pay-in-full discount, would you like to hear about that?”*

If yes...

*“I can save you \$740 if you want to pay in full \$1900 today. I don’t have a horse in the race 😊 What works best for you?”*

Then you will likely STILL collect the \$50k they wanted UPFRONT.

**ALTERNATIVE:** Pay in Full BONUSES or Pay In Full UPGRADES work about as well as discounts.

## **Marketing/Offer Hacks:**

**FOCUS HACK:** When working with past customers even prospects for that matter - Don’t FOCUS

on the DELIVERABLES as much as what is the NEW PROBLEM they face after solving the (or “a”) previous problem.

If you “tell them” they face this problem you won’t get nearly as many conversions as if you FIND a problem they’re EXPERIENCING NOW and get THEM to say it...

**S.M.A.R.T. P T.I.M.E.R.**

(The Yellow Highlight Below is where I like to start first.)

(Think of SMART on a scale of 1 to 10)

(Jim Rohn: Find something good to say (P TIMER), Say it well (SMART), say it often.)

# How Difficult is Your Offer to Buy?



Prospect thinks: "I'd be a fool to buy this!"



Prospect thinks: "I need to THINK about this."



Prospect thinks: "I'd be an idiot NOT to buy this."

100% Hell No Offer --|--|--|--|--|--Neutral Zone Offer--|--|--|--|--100% Hell Yes Offer

(Nearly impossible to sell no matter what the seller does.)

(REQUIRES convincing with webinars, video sales letters and 60-minute sales calls.)

(EZ to sell with a Google Doc and answering a few questions by text, chat or messenger.)

Less Desirable	DESIRABILITY FACTORS	More Desirable
NON-Specific		SUPER SPECIFIC
NOT Relevant		SUPER RELEVANT
UN-Attainable		SUPER ATTAINABLE
NOT Measurable		EZ to Measure
UN-TIMELY		EXACTLY THE TIME
FUTURE GAIN		Relieve Present Pain
More Risky	T.I.M.E.R. RISK FACTORS (People Don't Buy Risky Offers.)	Less Risky
MORE TIME TO CHANGE		MORE TIME NOT TO CHANGE
HIGH IDENTITY RISK TO CHANGE		IDENTITY IMPROVED
MORE MONEY TO BUY		COST THEM MORE NOT TO BUY
MORE ENERGY TO CHANGE		MORE ENERGY NOT TO CHANGE
HIGH REPUTATION RISK		REPUTATION IMPROVED

**Specific:** Specificity spits out cash

**Measurable:** Can you measure it? (YOU CAN measure intangibles) Improve relationship VERSUS If you're arguing 5 times a month and making love 1 or no times a month, let's flip that to making love 5 times a month and arguing once or not at all. <--actually has 4 of 5 SMRT

**Attainable:** Do they believe it?

**Relevant:** How much do they care right NOW? AND WHO?

**Time-Based:** What's the time frame? Shorter isn't always better. He wants to last longer, she wants it over faster??:-)

Doesn't have to be in days: ...**Before** Tom had to take time away from his family to drive for dollars all over town for months...**NOW** Tom does \$5k deals from his laptop during his lunch hour.

## **P**resent Pain Hack:

I'd guess that almost 8 out of 10 offers I look at are selling a FUTURE GAIN.

Simply adding refocusing to a PRESENT PAIN I've tripled and quadrupled conversions.

Example:

Amazon seller education was selling *Future Gain*: How to get to a 7-figure

Amazon Business and sell for a big payday.

Changed it to **PRESENT PAIN** of being ranked lower than they wanted in the Amazon marketplace and blew it outta the water.

**TIME:** How long or short it takes us to get what we want or get rid of what we don't want.

**IDENTITY:** How you see yourself.

**MONEY:** MONEY or things DIRECTLY/indirectly representing money. Gold. Credit card charge.

**ENERGY:** Our feelings positive or negative. Energy expended. Pain. Pleasure. (Pain of change or staying the same.)  
ULTIMATELY ENERGY is the ONLY reason we "do" anything. To feel "better".

**REPUTATION:** How you think others see you. For many reputation is the "Trump or Wild Card" which renders all other



TIMER currencies irrelevant. Humans go die in wars for identity and reputation.

## IDENTITY AND REPUTATION

### HACK:

#### **JIF - Choosy Moms Choose Jif**

kept them the #1 peanut butter for decades. (Reputation and Identity)

**Prius versus Honda:** The Prius outsells Honda's version of the green auto because people want to BE SEEN as green more than they care about actually BEING green.

(Honda's hybrid looks like a normal car. The Prius looks different and is easily recognized as the driver must be green.)

**Car Insurance:** Shaq and the General. (Peeps don't give a hoot about their car insurance, but they want to be like their HEROES!)

**Toyota and Lexus:** Toyota makes Lexus. People pay \$\$\$ for the REPUTATION of the Lexus label, but it's still a top-of-the-line Toyota. (I had a lady get really mad at me when I told her that, LOL. I should've kept my big mouth shut. Nobody wants to take a reputation demotion.)