

The Three Second Offer

A COMPANION GUIDE TO THE IRRESISTIBLE OFFER



Answer the Four Big Questions
Create Your Personal Touchstone
The Three Elements to Your Offer
Intensify Your Offer
Rate Your Offer
Sell Your Offer



Executive Blueprints

86,400 Seconds in a Day

60 Seconds in the typical television or radio commercial

3 Seconds to read a headline, marketing statement or sales offer

Radio, newspaper, television, park benches, shopping carts, billboards, buses, subways, magazines, brochures, mail, email, banner
Advertisements on the Internet – We are bombarded by offers and advertisements all day long.

You have Three Seconds to Stand Out.

What will you do with your three seconds?



- ✓ Answer the Four Big Questions
- ✓ Create Your Personal Touchstone
- ✓ Three Elements to the Irresistible Offer
- ✓ Intensify the Offer
- ✓ Score, Modify, Focus . . .
- ✓ Seek to satisfy the Thirsty Crowd
- ✓ Sell a Second Glass

Investing time to create the three second offer will make it easier for your customers to decide to invest in you.

Executive Blueprints

QUID PRO QUO

You give me this and I will give you that.

What is the Return on Investment that YOU OFFER?

What it Cost (Price)	What I offer in Return



Executive Blueprints


CREATE YOUR TOUCHSTONE

Answer the Four Basic Customer Questions

What is YOUR Offer?

1. What are you trying to sell me?	
2. How much does it cost?	
3. Why should I believe you?	
4. What's in it for me?	

Create your Touchstone that covers the important elements of the four basic questions

<p>Create Your Touchstone, write a statement that covers the Four Questions</p>	
--	---

Notes:

What you are trying to sell me may be a product, service, brand or belief.

Cost may not be a specific price, especially if multiple prices apply. It may be a value proposition that applies to multiple pricing categories.

Reason to believe you may be value, credibility or reduced risk.

What is in it for the customer – should state the obvious.

Executive Blueprints

ELEMENTS

The order for you to create your offer -

1. High Return On Investment	<ul style="list-style-type: none"> ✓ Quid Pro Quo “What will it cost and what does the customer get in return?” <i>(Be honest, do not exaggerate, it should be a good value for the customer investment or purchase)</i>
2. Touchstone	<ul style="list-style-type: none"> ✓ Clarity ✓ Simplicity ✓ Brevity ✓ Immediacy
3. Believability	<ul style="list-style-type: none"> ✓ Proof ✓ Credibility ✓ Endorsements ✓ High Profile Customers ✓ Qualifications ✓ Awards and Recognition ✓ Logic

The order that the customer will review your offer -

1. Touchstone	<ul style="list-style-type: none"> ✓ Reviews Your Touchstone (Statement that answers The Four Big Questions) <i>If still curious, continue to stage 2</i>
2. Believability	<ul style="list-style-type: none"> ✓ Evaluates Trust / Credibility <i>If the customer believes you / your offer, then continue to stage 3</i>
3. High Return On Investment	<ul style="list-style-type: none"> ✓ Reviews Your Offer (Quid Pro Quo) <i>If the value is worth the price, then you have a sale</i> <i>* This should already have been justified in the Touchstone</i>

Executive Blueprints

ELEMENTS

Intensify your offer. Make it more compelling with action words or power words

- **Urgency** – Reasons to buy right away (Even if you create the reasons)
- **Added Value** – Special Bonus, etc
- **Risk Reversal** – Money Back Guarantee
- **Payment Plans** – Lower Cost of Entry
- **Warranties** – Risk Mitigation
- **Pay for Results** – Risk Mitigation
- **Free Support** – Value Add
- **Try Before you Buy** – Risk Mitigation
- **Scarcity** – Increased Perceived Value
- **Contrast Competition Benefits** - Advantages
- **Discounts, Rebates or Coupons** – Reasons to Buy Now
- **Uniqueness (Real or Perceived)** – Differentiated Value

* Use Power / Action Words, Differentiate the Product or Service and include a compelling reason to Act Now



Executive Blueprints

RATE YOUR OWN OFFER

Rate your offer on a scale of one (low) to ten (high).

(Not at all)	(1)	(How obvious is the need?)	(10)	(Very much)
(Not at all)	(1)	(How genuine is the need?)	(10)	(Very much)
(Very Common)	(1)	(How common is this solution?)	(10)	(We are Unique)
(Not at all)	(1)	(Can you demonstrate an ROI?)	(10)	(Very much)
(Boring)	(1)	(How emotional is the offer?)	(10)	(Compelling)
(May Never Need It)	(1)	(How timely is the offer?)	(10)	(Need it Now)
(They are Best)	(1)	(How does it compare to competition?)	(10)	(We are Best)
(Unbelievable)	(1)	(How credible is your offer?)	(10)	(Trustworthy)
(Cost too much)	(1)	(How do you compare on price?)	(10)	(Better than Competition)
(It's Complicated)	(1)	(Is your Offer Simple and Clear?)	(10)	(It's Obvious)

Combined Score	<input type="text"/>
----------------	----------------------

Executive Blueprints

THE GRADE

What Grade did you give yourself?

Score 90-100 **A**

You are ready to make your offer!

Score 80-90 **B**

You should have better confidence.

Score 70-80 **C**

Review low scores, modify your offer.

Below 70 **Uh-Oh!**
Start Over or Get help!

IF your Total Score was below 70 . . .

Is it because of a lack of confidence?

Is it because of competition or timeliness to market?

Is it because you can not justify a good return on investment?

Perhaps you need to identify a different opportunity to offer. This does not necessarily require a change in the product or service. It may be a unique offer related to your product or service, or a compelling and intensified offer.

Examples –

Selling the delivery time rather than the taste or price of the pizza

Selling the low risk \$.01 rather than the value of the CDs

If you can not increase the overall offer, focus on the areas of strength and intensify the offer in relation to the areas of highest score.

WHAT TO DO WITH YOUR OFFER

What to do with the Irresistible Offer:

1. Create the Irresistible Offer
 - Four Big Questions
 - Three Essential Elements
2. Present it to a Thirsty Crowd
 - Choose the right market
 - Use the right method of communication

Identify the target market that matches your message. (Demographics)

Identify the preferred communications and methods for your market.

Identify the proper timing and style for communication.

Get the right offer in the right place.

3. Sell them a Second Glass
 - Up-Sell, Cross-Sell and Add-on Sales

Follow-up with customers (delight them).

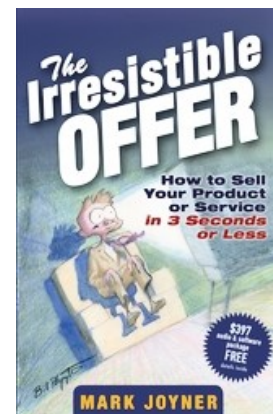
Offer additional services or products that correspond with the initial purchase.

Suggest accessories.

Be conscientious and reliable, build an excellent reputation and demonstrate appreciation for referrals.

Offer coupons and discounts to loyal repeat customers.

Find out more about the principles of The Irresistible Offer, Viral Marketing, and **\$397 audio & software package FREE** with the purchase of **“The Irresistible Offer”** by Mark Joyner

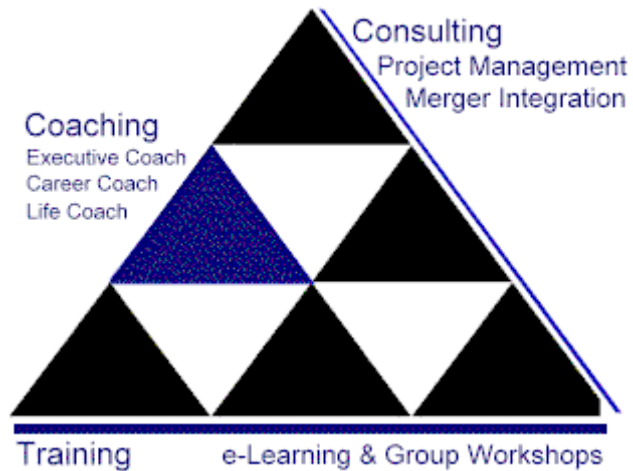


Executive Blueprints

VISIT WWW.EXECUTIVEBLUEPRINTS.COM

Time is Money More Impact, Less Interruption

Fast Paced, Results Based
Consulting, Training and Coaching



The foundation of every organization is the talent of the people within it.

Executive Blueprints, Inc is dedicated to supporting leadership by providing proven blueprints for success and individual resource development. Services include preparing a customized library of training and reference materials, consulting and management coaching.

Executive Blueprints uses experienced executive talent with customized materials to enhance personnel at all levels of an organization. From Executive Coaching to Management Development, Associate enhancement and New Hire selection techniques, we are dedicated to help measure and achieve success. Let us help you reach your goals with the right tools for continuous self-improvement.

Personal
Engraved
Invitation



Executive Blueprints, Inc © 2006-2007

