

COPYWRITING CHECKLIST TO CREATING IRRESTIBLE OFFERS

1. OFFERS – what they get, what they pay, what they risk
 - a. Best when it has a NAME
 - b. Give offer Choices
 - i. Basic vs. Deluxe
 - c. Value Build:
 - i. Show it in parts
 - ii. Compare APPLES to ORANGES
 - iii. Build value with bullet points
 - d. Price
 - i. Start with Dollars at a Discount
 - ii. Follow up with time
 - iii. Close on intangibles
 - e. Payment Options
 - i. Pay over time
 - ii. Discount on prepayment
 - iii. Discount on Amex
 - f. Bonuses
 - i. **3 bonuses**
 1. **1 bonus is something they desperately want and would like to have but probably never pay money for – i.e. wordpress**
 2. **1 time-limited and scarce in nature**
 3. **1 sexy bonus so just by looking at it they get excited to invest just to get the bonus**
 - ii. **Fast action guide – at least 3 worksheets and free lifetime updates**
 - iii. Tied to Basic and Deluxe – offer more bonuses for deluxe packages
 - iv. To encourage fast response
 - v. Choose from a list (creates ownership)
 - vi. Hard offer – yes I want to invest in... call us and we will meet with you
 - vii. Soft offer – I'm not really ready to speak with your sales person right now, but send me some literature... yes send me your free report on...
 - viii. Negative – no, I am not interested in your product or services right now because
 - ix. Deferred offer – I'm not interested in your product or service right now but I will be in or contact me on...
 - g. Create Scarcity
 - i. Time – *“price goes up after...”*
 - ii. Quantity – *“only 10 available / left...”*
 - iii. Fear of loss – *“only the first 15 will get this bonus...”*

- h. Create / give a reward for buying now
 - i. Create a consequence for **NOT** buying now
2. **BULLET POINTS**
- a. Turn features into benefits
 - b. Sell with benefits, prove with features
 - c. Give a benefit and then add another benefit
3. **DEADLINE**
- a. *No Deadline, No Offer*
 - b. Multiple Deadlines are very effective
 - c. Add a date and time
4. **GUARANTEE**
- a. satisfaction
 - b. results
 - c. perception
 - d. minimizes risk to your customer
5. **THE CLOSE**
- a. ***CALL TO ACTION!!***
 - b. ***ASK! ASK! ASK!***
 - c. ***RESTATE EVERYTHING***
 - d. ***TELL THEM EXACTLY WHAT TO DO, EVERYTIME!***
6. **THE "PS"**
- a. ***MOST IMPORTANT: COMMUNICATE URGENCY IN THE "DEADLINE"***
 - b. Restate benefits
 - c. Intro "Brand New" benefits