



# 9 POINT

OFFER CREATION



# CHECKLIST

“When you GET the science of "offering making" you gain the freedom to write your own financial future...”

# 1. Headliners v.s. “Feature Salad”

This kind of “salad” isn’t the healthy kind either...

Essentially, here’s what you’re going to do:

Avoid: listing every single video, widget, lesson or feature of your offer.

Do This Instead: Locate 5-7 of your very BEST high-value benefit or result getting features and craft a power phrase (aka: headliner) that grabs your readers attention and articulates a major benefit-based feature.

Of course, there will be an opportunity to elaborate on each of your headliners in your sales letter, VSL (video sales letter) or anywhere in your marketing.

This is the prime take away:

## **"Feature Salad" un-sells your prospects...**

AVOID THIS

They may have already been sold on your HEART-THROBBING promise, yet after being given the ability to *critique* ('cause that's exactly what they'll do) every single one of your "features", if they're not totally turned on by all of them, they'll build solid a case against buying... So, while it might seem like a great idea to show EVERYTHING you're giving to your customer, it's not. Never oversell. Stick to the juicy benefits and promises. That's all we really want anyways.

**[Example: "My 5 Headliners for Offers That Earn + The Short Describers" \(click to view\)](#)**

## 2. Bonuses & Benefit Bundles

At the very minimum, include 2 bonuses that your customers will “unlock” when they buy from you. I’d say, depending on your price-point, 3-5 is the sweet spot.

Here’s a little trick: a bonus can also be something that you want to highlight that was already going to be in your product — just be sure it isn’t something that your customer would expect as part of the whole rather than as a standalone bonus.

Now...Who doesn’t love getting FREE stuff that they actually want??

You? Me? Your customers?

Answer: No one.

Especially when it’s something associated with as being “valuable” or useful. So, though you may be tempted to say, “You get THIS for FREE when you order today...” never forget to assign a value to your “free” bonuses.

And...

**Remember:** Bonuses can be anything that ENHANCE the core offer. This means that even if YOU already intended on creating a module or lessons, you can still highlight it as a BONUS in your marketing.

Because we’ll often create NEW bonuses when we’re already added so much valuable content to our offer that could be repackaged as a BONUS due to it being an extra add-on benefit...

**Ask yourself:** “What have I already created that’s NOT technically a CORE need for this product to do it’s function?” THAT could be a bonus instead of a buried bullet point in your main offer.

### 3. Primal Activators

Primal Activators are sex, food and shelter.

Not to be confused with “basic needs.” These are the 3 most powerful psychological desires (and often obsessions) that a human being has.

Now, majority of us won’t directly stimulate these primal desires in our product so getting creative and looking for ways we can use congruent “primal” language patterns (even if very subtle) improves our offer.

Let’s unpack a few ways you could think of each of these:

**Sex** = connection and pleasure (feeling attractive and creative)

**Food** = satiation and sensory contentment (feeling full and healthy)

**Shelter** = safety and comfort (feeling in control and secure)

Think of ways you can leverage language that touches these three primal activators when crafting your offer.

**BONUS**: Soul level: Love (to be loved and to have our love received)

Deep down, when all our basic needs and desires are satisfied, we all want to (a) feel loved by others and (b) experience our love being received by others.

As you think about your offer, ask yourself, “How might my product enhance my customers esteem?” Esteem is the superficial manifestation of “love” and it’s a lot easier as a creator and marketer to speak to this “soul desire.”

► **Watch:** [The 3 Primal Activators & Their USE in Your Marketing](#)

## 4. (E—>R) Links

It's not just MONEY that people want... it's what they get from having money... it's not just weight that someone wants to lose... it's how their spouse will look at them, what words they'll hear, the sex they'll get.

E = Emotion

R = Result

As you write your bullet points, headlines, ads and so forth, constantly be asking yourself, "How do I link this promise or feature to a **RESULT** and how do I link this result to an EMOTION?"

What's this look like?

1. **Feature:** Our daily life planner app has sophisticated auto-organization A.I. technology
2. **Result:** So, you'll be able to "brain dump" (using text or voice command) in a single click of record button and our A.I. will auto-sort into the perfect folder for you so you can get those to-dos out of your head in real-time and focus on what really matters to you
3. **Emotions:** With all of that time and "freed up" mental space you can finally relax while feeling confident that you'll never forget another grocery item or miss another important appointment ever again...

Pretty cool right?

...And now that you have the FRAMEWORK for this process, you can do it with all of your future features and know that you've got a **winning formula for successful marketing.**

## 5. Benefit Bullets

The essence of a great benefit bullet is directly related to solving real problems, challenges, and pains. Easiest way to arrive at these points is to ask yourself: “...but, what do they REALLY want?”

Ex. Use my skin cream to heal dry, cracked skin and get silkier, softer skin in less than 1 week.

Not bad... yet we could go a layer deeper like this: “Use my skin cream to heal YOUR dry, cracked skin and get silkier, softer skin in less than 1 week so you can finally sleep through the entire night without being woken up to a painfully itchy scalp”

See how different that is?

It’s the difference between, “Ok yeah, I want that...” and “OMG! I need this right now. I’m so sick and tired of dealing with {insert pain}.”

It’s easy when you think about it — now you’ve got the formula.

Here’s two SWIPE templates you can use for 80% of your bullets:

How to use a [adj] [feature] to [get result] [in exchange for low-pain cost]

💡 **Ex.** How to Acquire 13 Organic RARE Healing Herbs from Around the World for Special "Restaurant Only" Wholesale Prices... PLUS: 3 World Class Dishes to Prepare with Them to Extract Their Full "Remedial Potency"

How to use a [adj] [feature] to [get result] [in exchange for low-pain cost]

💡 **Ex.** How to Use a Revolutionary 72-cell DIY Battery Pack to Power Your Home (even during cloudy days) for 1/64th of Your Current Electric Bill

👉 **Easier to Copy Here:** [9 Point Offer Creation Checklist Webpage](#)

## 6. U.S.P.

No doubt, you've heard of a U.S.P. (unique selling proposition) before...

Standing out from the crowd is more important than ever before, and it's really not rocket science once you've got a process for "unique-izing" your product or service.

**These 'prompts' will help you get on the right track:**



"What "mechanisms" does your product use to deliver a result to you customer?"

In other words, how does your product or course get a result for customer? Is it the delivery, the process, the framework, the methods? What mechanisms are utilized? And, can your customer ONLY get any of them from you? (aka — are any of them unique?)



"What pains or problems are you solving (or could be solving) that your niche is overlooking or just not effectively solving for people?"

Sometimes this is obvious, but for an established industry it's typically hidden (in plain sight). For example, when I was building [Offers That Earn](#), I realized that it was the best process for creating an offer (even though others have designed courses on the same topic)

BUT, nobody bothered to solve the biggest challenge — actually helping their customers turn their offer into a sales page using proven-to-convert frameworks and formulas. Why hadn't anyone done this? Because it takes a LOT of hard work and time to develop. Keep that in mind.

Sometimes you'll have to put in the work to solve the problem nobody wants to solve — but when you're finished, it'll be UNIQUE and it will be highly sought after.



"Can you "package" or delivery your product in a way that no one has?"

Best way to think about this is to look at other industries for ideas. For example, the "course creation" niche sort of has a typical way of doing things. I tend to find the same information and ideas on most sales pages in that niche.

Yet, there are some "disruptors" in the industry who have created apps and software that totally changes the game.

How did they do it? They took the BEST of social media and the BEST of membership sites and mashed them together to create something totally unique with an up-level experience. Smart.

## 7. Proof OR... Evidence

There're essentially 3 types of proof you'll want to accumulate.

The first one is the easiest, because it's YOURS. That said, when you show this sort of proof you run the risk of someone watching or reading and thinking, "Well... of course YOU can do it... but, not me."

Which is why our second form of proof is more valuable – who have you helped.

...And as a little cherry on top, if you can locate it, consider the 3rd form of evidence...



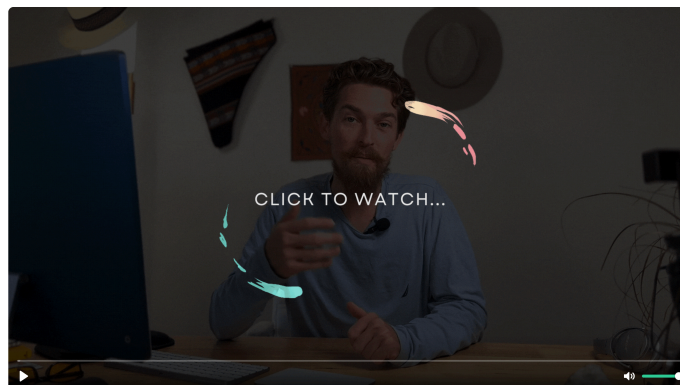
**Your Proof:** These are screenshots, awards, certifications, photographs, etc that show evidence of your success and achievements in our life and with your product



**Customer Proof:** Without a doubt the most impactful "proof" you can get. Show off the results you've helped other people get, especially folks who were where most of your prospective customers are at right now in their journey.



**Expert or Research Proof:** If you can find some noteworthy quotes, articles, or even research that backs up your claims (EVEN IF you already know for a fact that what it's true) this will enhance your offer and affirm your claims.



**Watch:** [4 Types of Proof \(how to leverage them effectively\)](#)

## 8. Guarantee(s) or Promises

I included "promises" because if you're using this checklist for a FREE offer, you don't need a "guarantee" really, however, a STRONG promise of a specific result is very much useful on your landing page.

Make it SAFE for your customers to buy from you.

The bolder your promise, the more impactful your guarantee will be. Some creators err on the side of caution and get overly conservative (i.e. scared) to give their customers a truly excellent guarantee but here's the irony... The bolder your promise, the less refund requests you'll get.

Why is this? Because an excellent guarantee can make a skeptical customer into a trusting one. If someone feels that you aren't trying to scam them, even if something goes wrong, they won't immediately jump to "I want a refund!"

Here's an example of a stacked guarantee:

**Listen:** Don't decide right now...

I want you to try "Offers That Earn" ON ME for a full 45-Days...

1. If you do not create the very best Customer-Creating offer you've ever seen in your niche using our framework... OR:

2. If you do not find our service and attention to your satisfaction top-notch... OR:

3. Even if you don't like the way my voice Sounds!

If you are not 100% satisfied in EVERY way, I'll gladly refund your purchase price:

And forget about hassles – I'll happily refund every penny, because I am committed to producing results for you, no matter what!

No questions asked, no hassles, and no hard feelings.

## 9. Urgency Mechanisms

Urgency can be created in more than just one way, yet this is the most common: Scarcity — time, quantity, or both. Whether it's a limited timeframe or a limited quantity available, genuine scarcity of a product is one of the biggest “sales movers.”

However, if you don't have any scarcity factors, here's a few others to deploy: Discount (can become scarce with a timer), disappearing bonuses (FOMO activator), psychological (“if not now... when will you decide to change your life?”, short “window of opportunity” (FOMO activator)

It's been said many times and in many ways...

“Without a sense of urgency, desire loses its value.”

Jim Rohn

Simply put...

The majority of us, even if we really want something, will wait until the very last moment to get it... We all need a little extra urgency to take action. Use as many forms as you can.

With that, I'll leave you with a word of caution:

NEVER EVER fabricate FAKE urgency or scarcity. It must be genuine, even if you think you could “scrape up a few additional sales.” Your customer will never trust your timers or urgency again if you break this rule.

...and speaking of URGENCY... For a limited time, you can secure for yourself some very special bonuses when you take action today and choose the **quickest path to profits** with: [Offers that Earn](#)