

15 ELEMENTS

Of An Irresistible Offer

1 Value

Are you demonstrating the value of your offer, not just monetarily but the implications and second order benefits it provides?



2 Desire

Have you put your offer in front of a target audience that desires it?



3 Distinctive to other offers

Is your offer unique, or does it blend in with all the other offers out there?



4 Appreciation

Your target may desire it, but do they appreciate



5 Resonates with the target audience

Is your offer congruent with your audience's problems and desires?



6 Progressive

Does your offer provide progression to solve their problem or achieve their goal?



7 Demonstrates hopefulness

How are you demonstrating hopefulness that they can solve their problem and achieve their goal?



8 Has an easy way to get started

How easy is it to get started as a client?

9 Morally responsible for delivering the outcome

What are you doing to ensure the outcome is positive for your client even despite themselves?



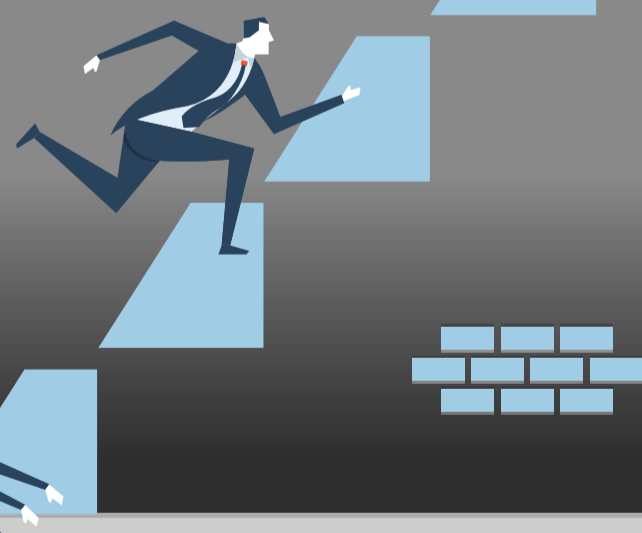
10 Empathic

Are you displaying empathy and understanding?



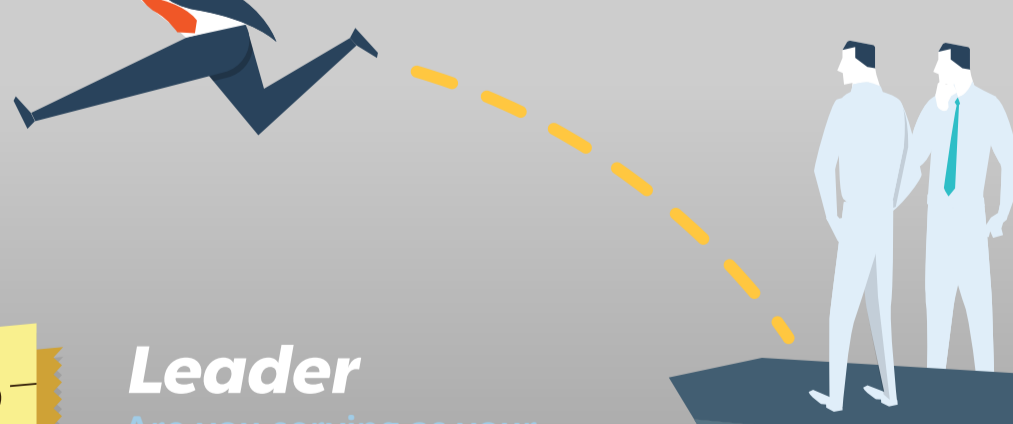
11 Alleviates an immediate problem or achieves an outcome

What is the immediate need you are solving?



12 Risk reversal

How are you overcoming the perceived risk of your offer?



13 Leader

Are you serving as your target audiences leader?

It's easy

14 Assumptive

Is your language and are your actions assumptive or timid?



15 Sells one point of view or big idea

Does your offer align to One Big Idea?



Chat with Black Lion Digital today info@blackliondigital.com