

How to Make an Irresistible Online Offer: A Checklist

SINCE YOU CAN'T SEE, SHAKE HANDS WITH, OR FIELD QUESTIONS FROM PROSPECTS ONLINE, it's important use these persuasive elements so you can convince the right people to give your offer a try.

This checklist highlights the seven targets to aim for as you put together your online offer. Use as many of them as you can!

Implementing these seven elements will help you:

- **Sell more**, since your offers will be more convincing
- **Answer fewer questions**, because your offers will be clearer
- **Process fewer refund requests** because you'll attract the right people — while simultaneously repelling the wrong ones

Think about how *you* respond to online offers — the most irresistible ones happen when a business you already know and trust offers you the perfect solution to a problem you know you have — and are prepared to pay to solve.

When you want to make this kind of irresistible offer yourself, remember that there are two parts — the PRE-OFFER, where you establish a relationship and serve your prospects without asking for a thing, and the OFFER, where you use persuasive elements to help them make a decision to give your offer a try.

Read on for a checklist and get the full details in the post [How to Make an Irresistible Online Offer](#) on Big Brand System.

PRE-OFFER: Prepare the ground for planting



Be sure your offer features:

- **A solution** to a problem your target customer wants to solve
- **A target customer** with money to pay for a solution (important!)
- **A unique way** of delivering the solution

You have to believe that your solution is the best out there for your target customer. If you're not there yet, work on making your offer stronger first.



Your ideal customer is aware of a problem, is more than ready to solve it, AND has the money to pay for a solution.

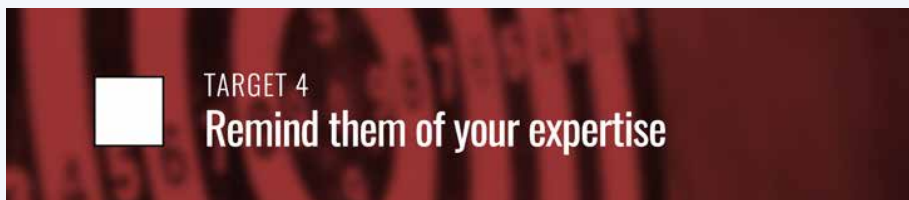
If any one of these components is missing, find a different target customer!



Build trust and likeability well before making an offer. Do so by:

- **Delivering useful content marketing** to all your channels
- **Being responsive to your community** in comments and on social media platforms
- **Welcoming people to your online community** at first interaction

Your OFFER: Targets to aim for in your online offer



When you make your offer, be prepared to brag a little.

Don't assume your target customer will remember what exactly sets you apart as an expert.

However, be careful to keep your claims centered on statements that support your expertise as it relates to your offer.

To remind them of your expertise, you can:

- Talk about your years providing this kind of solution — perhaps in a different setting
- Mention any awards received or major accomplishments achieved
- Talk about books you've written, publications you've contributed to, people who've mentioned your work



A deadline is an integral part of helping people make a decision. Don't let a prospect drag out their decision. Let them know your hard deadline ... and do it more than once so that they don't miss it.



An essential element to an irresistible online offer is scarcity, which means limiting the number of offers available.

For online-only products, scarcity can mean a limited number of:

- Seats available in a class or membership site
- Invites to a private Q&A session in conjunction with your product
- Spots available for your service offering



When others do the talking for you and state publicly that they've benefited from your offer, this can be exceptionally persuasive.

Utilize plenty of testimonials in your sales emails and on your sales page. Be sure your testimonials highlight your offer's benefits and help answer questions your prospects may have.

Watch for more



My wish for you is that every offer you make is irresistible.

Use this checklist to ensure you're hitting all the targets needed to build an offer they can't refuse.

Watch your inbox for more great free education from BIG Brand System.

My emails are designed to be fast, fun reads to help you plan, build, and grow an online business you'll love.

A handwritten signature in blue ink that reads "Pamela".

Pamela Wilson

Founder, BIG Brand System