



Your Guide to creating a

# **COMPETITION CRUSHING COMPELLING OFFER**

Architect of Abundance

Follow this format to create competition-crushing messaging for your compelling offer... EVERY time

1. Open with an attention-grabbing, interrupting headline or opening paragraph focused on a problem, fear, frustration or concern
2. Promise a solution to the problem in the opener (focus on the benefits and the likely outcome they will experience)
3. Give them a reason to purchase
4. Tell them what you will do to help them gain the benefits
5. Be specific about the actions they will take
6. Offer them a compelling bonus or some form of additional incentive (when practical)
7. Reverse their potential risk using powerful guarantees
8. End with a PS (use it to restate the benefits)

Follow these eight steps when delivering any form of message and that message will compel your prospects to take immediate action.

Let me give you an actual example of this so you can see for yourself how powerful this can be when you use it for your own business.

And let's take what may be the single, most difficult thing in the world to market to anyone in this day and age... a health supplement.

There must be around a million or so of these on the market. They are all over our social media news feeds, friends and family members may be urging you to try out this "new" thing or you yourself may be a direct seller or network marketer.

After working in healthcare myself and working with many network marketers I know a thing or two about health supplement sales.

Many healthcare professionals and parents want to sell supplements to their network of clients, customers, family and friends as a way to create a secondary channel of income.

So in this example, let's say you're a Holistic Wellness Practitioner offering premium vitamins to your clients and potential prospects.

**Step one says to always begin with an attention-grabbing, interrupting headline.**

Dear Angela

As your Wellness Practitioner, your health and well being are always my top concerns, and as I work in the healthcare space I hear about all the vitamin supplements available and often have companies asking me to recommend their vitamin supplements to my valued clients. I have never been the least bit tempted to recommend any type of supplement to any of you... until NOW!

*This headline grabs attention because it instantly arouses curiosity. What could possibly have impressed her so much that she's writing to me to make a personal recommendation?*

**Step two says to engage them by promising them a solution and to focus on the benefits of these supplements and the outcome they should expect if they use them.**

Most of you know that I specialise in women's health concerns, and the latest scientific research has uncovered that a nutritional supplement called Relief Y can almost instantly relieve chronic period pain where other treatments have failed.

After recommending them to a few clients of mine with chronic period pain, and seeing their almost overnight improvements, I felt that it wouldn't be right if I didn't at least mention this to all my clients and friends who also have period pain.

What appears to make this different is that it contains a specially formulated coating that can survive in stomach acid, leaving it to dissolve in the small intestine and enter your bloodstream.

*Notice how she promises a solution to the pain and also states the benefits that prompted her to make this recommendation.*

**Now let's move to step three and give them the reason they should purchase these supplements.**

Because of their high potency, these supplements will only be available through specially trained healthcare professionals. They are asking us to monitor the results so they can use it next year in their nationwide marketing campaign.

Since they're looking for dramatic results and testimonials, and want the maximum number of case studies they have also agreed to offer a 35% discount for any purchases made through me. This is so wonderful and makes sure everyone can easily afford to try these remarkable supplements for themselves.

**Step four says to tell them the specific action you will take to help them gain the benefits.**

From the small number of client results already available I believe that many more of you will get immediate relief. However, no supplement is 100% effective for everyone. That's why I also negotiated a 100% unconditional guarantee with the manufacturer. If any of you don't

experience immediate relief from your pain, you can notify me and I'll personally refund 100% of your money.

**Step five says to be specific about the actions they will take.**

Please call my office Monday through Friday between 9am and 5pm and let us know how many you would like to order, at the 35% discounted rate. We will be able to order directly and you should have your supplements within 3 days and no more period pain after that.

**Step six is to offer them a compelling bonus.**

Once you rid yourself of this pain for good, let's make sure it never returns again. I'm going to offer everyone who places an order in the month of [March] a complimentary wellness assessment.

This is normally a €250 service I provide, but for those of you who take advantage of this offer, I'll provide it to you free of charge.

Consider it my gift to you to get you started on finally living a pain free life.

**Step seven says to reverse any perceived risk.**

As I mentioned earlier, although I have absolute faith in the results all of you will experience with these supplements, when followed correctly, nothing is 100% effective.

So for those few of you who don't feel immediate relief within 24 hours of taking your first supplement, notify me and I'll issue you an immediate refund... and you get to keep the remaining supplements and see if they eventually provide you with the same dramatic results as my trial clients experienced.

Thank You for your time and I look forward to seeing you again soon. I really hope my discovery turns out to be the key for you to return to a totally pain free life and a revitalised lifestyle. All of you deserve it.

Mary

**Step eight is to always end a letter like this with a formal P.S. that highlights the benefits you offer.**

P.S. Don't forget these supplements are effective because of the revolutionary new coating that actually survives stomach acid and becomes fully digested in the intestines so you receive 100% of the pain relieving formula that's safe, effective and just plain works.

**Now it's Your turn to Create Your Own Compelling Offer Message**

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