

The Power of a Compelling Offer

What comes first, the offer or the product? Most people start out by creating their product or service before they ever determine whether or not it will sell. Unfortunately, unlike the movie *Field of Dreams*, if you build it, they won't necessarily come knocking down your door to buy your services.

The best in the industry—both in terms of profits and impact—understand one thing: **the ultimate success of any individual product or service is in direct proportion to the quality of the offer created to sell it.** In other words, the more compelling you are able to articulate the direct benefits of your product or service to your target market, the more you will sell and the bigger difference you can make with your product or service.

DEFINITION

Offer, noun: How you identify the problem and clearly articulate your solution for the market so they open up their wallets and buy your stuff.

The key, however, is to take the time to define your offer *before* you invest a lot of time, energy and resources into creating your product or service. To do this requires some discipline as it's very tempting to take an idea and just run with it.

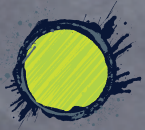
By understanding your market, what they want and need and how you can help them solve their biggest problem up front, however, it will help you create a better product and also ensure that you connect with them in a way that influences them to buy.

There are three things you need to know before creating your product or service:

- 1 What you are selling:** What is the specific result your product or service helps people achieve?
- 2 Who you are selling it to:** Who specifically is your product or service best suited for? (This is your ideal target market—the people you want to get your offer in front of).
- 3 What will make them buy:** What is the pain they experience in this area of their lives that your product or service helps solve for them?

Source: *These three elements were originally defined by Mike Koenigs.*

The first step to creating a compelling offer is to answer these three questions as specifically as you can. Then, using these ingredients, you can start to craft a couple of key sentences that define your offer in a compelling way. Use the formula on the next page to do this.



The Master Formula for Creating a Compelling Offer

Clear Problem + Promise to Solve it + Step-by-Step Process = Compelling Offer

1 Problem

You must **define the problem in clear and solvable terms**. The more clearly you can articulate the specific pain points your target market is dealing with, the better you can define the solution for them. If the problem feels hazy, it will be difficult for your potential clients to associate to it and therefore, they won't be compelled to take action to solve it. Describe this in a single sentence.

2 Promise

Once you've clearly defined the problem, you must **get clear on what your promise is for how you are going to help them solve the problem and why you are the best person to do this**. What is the single most important thing your product is designed to do and how does this solve your customers' biggest problem? Describe this in a sentence or two at the most.

3 Process

Finally, you must **break down your promise into a specific, step-by-step process** that your product or service gives people that will help permanently solve their problem. The two keys here are (1) you cannot make yourself the source of their solution or they won't follow through long term (and you will never be free from your business if your products/services are entirely dependent upon you) and (2) they need to have certainty there is a proven step-by-step process they will be following each step of the way. Describe your step-by-step process here:

Remember, the confused mind does not buy. If you can clearly articulate the problem your customers are already experiencing and show them how you will help them solve it (and that you are the best person to do this), you will be in a position to create a message that resonates with your potential customers and influences them to buy. After all, your product can't help people if you don't get it in their hands!

Now, of course, the next step is making sure your product or service truly delivers on the promise you're making to your customers...more on that next time!