



Core Structure

1. **Promise.** Makes a bold promise tied to a specific goal or program and the desired outcome.
2. **Outcome(s).** Mentions the outcome(s) in short, declarative sentences (“You will get....” or “By the end of the project, you will have....”). What’s in it for them? Paint a clear picture of the desired end state or transformation.
3. **Value.** Quantifies the value. If you cannot nail down a number or metric that moving up and to the right, then revisit the functional benefits and emotional end benefits. What does this really mean for the prospect? Ask Russell Brunson’s question: “Is this offer worth 10x what I’m charging for it?” You want to make it clear that your offer’s value far exceeds the cost.
4. **Risks.** Share several risks or variables that the prospect should consider, especially what happens if they do nothing. One of the more obvious risks is “common solutions”: 2-3 popular ways people try to achieve the goal or solve the problem and why those solutions are ineffective or incomplete.
5. **Process.** Explain the major steps or pillars in the process and how they that make your solution easier and better.
6. **Price.** State the price and shows how it compares favorably with the value or ROI.
7. **Proof.** Include proof of results.

Best Practices

- **Clarity.** Use simple, accessible language. People cannot get excited when they’re confused. Your audience isn’t dumb, but dumbed-down language helps them understand your offer quickly.
- **Emotion.** Put emotion into the offer. How does your avatar feel right now? How will they feel after they get the desired outcome? Talk about those feelings. People buy with emotion and then justify the decision with logic and analysis after the fact.
- **Focus.** Puts the focus on my audience’s goals (what they want to achieve) and pains (what they want to go away), not on your expertise or credentials.
- **Specificity.** Be specific. A bold promise needs specificity: the specific problem you solve, the specific people for whom you solve it, the specific results your clients get, and the specific timeframe for getting those results. We all want transformation, large or small, and a generic or ambiguous before-and-after isn’t nearly as compelling as one with unflinching specificity.
- **Risk Reversal.** Address doubts, concerns, or assumptions and reverse them with a moneyback guarantee or return policy. You cannot eliminate risk, but you can reverse it by taking that risk off customers and putting it on yourself. Would you do anything differently if you only got paid when your client got the desired result? Let that question guide you.



- **Urgency.** Give people a reason to buy now. Is there limited capacity or availability? Does the offer end or the cart close? What deadline is looming? Will the price go up? Will the bonus go away? Will the discount expire?

Smart Tactics

- **Name.** Give the offer a unique, memorable name. The best names are easy to understand and tie into the primary benefit or transformation.
- **Audience.** Speak directly to your target audience. Instead of “business leaders” or “executives,” you want to say “founders of VC-backed tech startups.”
- **Headline.** Use a strong headline to get attention. The classic rules of strong headlines apply: pique curiosity, mention something newsworthy, speak to the reader’s self-interest.
- **Call to Action.** Tell the prospect what to do next.
- **Payment.** Offer payment terms. For example, you can offer annual vs. monthly payment plans or a single payment versus 3 payments. Make paying easy.
- **Bonus.** Add a bonus. You can entice buyers still on the fence with a valuable bonus.
- **Bundle.** Add multiple products or services to the package. This enhances the value and gives your client more incentive to buy.