



Copywriting Skill Builders

*All
About
Offers*



Marcia Yudkin

Contents

The Power of Offers	3
---------------------------	---

Case Study: Barbara Winter, JoyfullyJobless.com

Where to Make Offers.....	7
---------------------------	---

Case Study: Dennis Fischman, Communicate! Consulting

To Whom You Should Make Offers.....	10
-------------------------------------	----

Case Study: Tad Hargrave, Marketing for Hippies

Offers Using Package Deals	15
----------------------------------	----

Case Study: Karl Sakas, Agency Firebox

Case Study: Milana Leshinsky, JV Insider Circle

Pitfalls in Creating and Using Offers	19
---	----

Checklist for Offers.....	21
---------------------------	----

Offers Using Pricing

Offers Using Bonuses

Offers Using Payment Terms

Offers Using Guarantees

Case Study: Denise O'Berry, DeniseOBerry.com

My Most Successful Offers	29
---------------------------------	----

Testing Your Offers.....	32
--------------------------	----

Case Study: Kathy Goughenour, Expert VA Training

A Final Word	34
--------------------	----

About the Author	36
------------------------	----

The Power of Offers

Whether you sell baby clothes or funeral services, whale watching trips or technical consulting services, you face the task of persuading buyers to commit themselves monetarily to your product or service now. The offer is a key powerful marketing tool slighted or overlooked by many businesses. If you merely tell prospective customers or clients about your price and terms of sale, you're not crafting a compelling, motivating offer. With a more specific proposition for the buyer – even better, a creative one – you can make a purchase nearly irresistible.

Compare the difference between a mere recital of prices and services in a brochure or Web page and this:

Sign up for six months service by November 15 and we'll give you two more months free.

Compare the difference between a here's-what-I-do sales letter and this:

Call before April 10 for your free, no-obligation, 22-point executive security assessment.

Compare the difference between just a catalog of offerings and this:

Until February 28, take advantage of our "Chinese menu sale" – select one item from Column A and one from Column B and get any item of your choice in Column C absolutely free.

Consider the appeal of this offer for basketball enthusiasts:

A distant uncle left us five signed Michael Jordan basketballs. Spend more than \$1,000 this month on any sports memorabilia in our catalog and we'll toss in one of these invaluable collector's items. First come, first served until they're gone. So act fast!

Or this offer for training managers:

Ever have an employee who needs to train several times before he or she "gets it"? Send more than five of your people to any one-afternoon seminar and we'll give you a video of that training session so those folks can review the material as many times as they need, at their leisure.

Who can and should be making offers? Anyone. Even advocacy causes and charities profit from offers. For instance, if

someone calls with a donation in the next 10 minutes, an anonymous donor will double their contribution *and* they will receive a humorous coffee mug.

Years ago when I touted offers to a roomful of grizzled management consultants, many expressed skepticism or distaste. They apparently felt it was low-class or “just not done” in their profession to put forward an offer. Instead, they preferred to fly out to the client, have a meeting to determine the client’s needs – all at their own expense, mind you – then write up a proposal that they would either win, lose or modify.

Offers create a far different, and more effective, dynamic. The right offer creates a reason for someone to act right now, at low risk, to receive desirable value and move the business relationship forward. In the example just discussed, a consultant might still end up creating a traditional, long-term engagement contract, but in the meantime the consultant could have received revenue instead of bearing all the “get to know you” risk.

An offer appropriate to management consultants might go like this:

Expanding globally? For only \$397, receive an executive briefing in which we share our latest from-the-trenches information about business prospects in either Brazil, China, Korea or Portugal and answer your questions. We’re booking five slots now for January, and when they’re gone, they’re gone. [Sign up here.](#)

Offers are a great way to dispose of excess capacity, whether that’s inventory languishing in the storeroom or appointment slots that are going unfilled. Use offers less when you are very busy and more when things slow down – or when you can anticipate from past patterns that things will most likely slow down.

Offers get dilly-dalliers off the fence and prompt them to take action. They can also get those who were planning to buy eventually to buy much sooner and to buy more than they objectively need.

Offers can give you a leg up over the competition. During the first season I was renting out our condo in Hawaii, I had no reviews. I filled up our rental calendar by promising a free

whale watch boat tour for two, for anyone who stayed at least 7 nights. None of the other rental listings had this, and the perceived value of the boat tour was much, much higher than its actual cost.

Remember that for years, Domino's cornered the pizza delivery market in many areas with its powerful offer: You will have your pizza delivered to you within 30 minutes, or it's free. They did not have the best-tasting or the healthiest or the cheapest pizza. But for those lazy folks who had a craving for hot-from-the-oven pizza, they had the best offer.

Offers can help you experiment to find what motivates buyers most to come forward. After you finish reading this report, you'll want to make offers as often as you can. Many of my most profitable service offerings originated in a one-time "will-it-work?" offer. When it did work, I tweaked the item and its pricing in subsequent offers.

Creative offers get people who might otherwise not have bought from you at all to contribute to your bottom line.

Offers usually come across as an invitation or a promise, not as the desperate cry, "Please do business with me!" They can position you as smart, as generous, as innovative or as the answer to someone's prayers.

Just to make sure there's no misunderstanding, here's a formal definition for you: **An offer is a proposition putting forward a specific exchange; the customer will take an action under certain conditions and receive something particular in return.**

The exchange does not have to involve money. Marketers put a lot of effort into so-called lead-generating offers, where people get something for nothing and the company providing the something then has a list of people interested in the sort of thing they sell.

Often the offer involves an expiration date, but not always. An offer can also self-destruct after the first XX takers, but it need not do so. It can remain out there on an ongoing basis.

An offer can transform a favor into a win-win deal. For instance, if you want someone you know to speak at your distant event and also know the person hates airplane travel, you can

propose something in exchange that money can't buy, like the chance to have lunch with another famous, much-admired person who happens to be a good buddy of yours.

From people who have never run teleseminars or webinars, I often get the question of how much you have to pay expert guests to appear at your events. The truth surprises them: Most of the time, the offer simply to give the expert a copy of the resulting product and the right to sell it or give it away has enough perceived value that no money at all needs to change hands.

Your offer can even require considerable effort on the part of the other person in order to qualify for the exchange. For example, the person who submits the best "Why I deserve it" video would receive a free ticket to your conference and a seat at the head table during the awards dinner.

Some offers need to be described in precise detail, but others can be fairly casual, exploratory or tentative in tone. Consider the case study below.

Case Study: Barbara Winter, JoyfullyJobless.com

Barbara is the author of *Making a Living Without a Job*, a book on self-employment that's been in print continuously since 1993. At the end of 2012, she casually asked subscribers to her mailing list whether anyone would be interested in hosting a Joyfully Jobless Weekend in their community.

If so, they would be responsible for finding a location and promoting it locally. They would then be able to attend the workshop for free and split the revenue 50/50 with Barbara after the seminar expenses were paid.

Barbara thought four or five of her subscribers might take up the offer, but some 20 people stepped forward. From those expressions of interest, more than a dozen seminars materialized, along with several repeat engagements. Many of those people had never organized an event before.

Why did this offer succeed? According to Barbara, the offer appealed to subscribers because it gave them a project they could collaborate on with her that would also involve other self-employed people in their networks. Some had had a long-

standing interest in taking one of Barbara's programs and loved the idea of making money doing so.

The lesson from this offer: "Offering a genuine opportunity to others can expand your business and add the fun of creating new projects with new collaborators," Barbara says.

About the business in this offer: Joyfully Jobless provides ideas, information and inspiration to those wanting to run a creative enterprise, by running workshops and publishing a print newsletter on self-employment - the oldest of its kind. For more information, go to <http://www.joyfullyjobless.com>.

Marcia's comment: If you have a list or social media followers, you really have nothing to lose by throwing out enticing suggestions and seeing what, if anything, comes of them. Be sure to have an idea of how things would work if there is an uptake. And be sure to structure the resulting project as a win-win. Often your suggestion brings people out of the woodwork who would never have proposed something on their own.

Where to Make Offers

If you're accustomed to making offers in only one marketing venue, it may be time to widen your concept of where you can make offers. The possibilities are nearly endless.

A client of mine who owned a sales training company used the radio to bring in tens of thousands of dollars in business whenever his coffers or appointment book got lean. His radio ads ran on talk radio stations during drive time within 80 miles or so of his home base, offering a free report on the keys to sales training that sticks. Listeners could call in their request (which worked if they were stuck in traffic) or pick up the report at my client's website (which required them to write down the URL and remember to look it up later, which people did).

Wisely, this client had worked out ahead of time that he needed just two new clients a month from those who had heard the ad for this offer to be profitable for him. Most months, the offer yielded more than that.

I've seen people making offers as part of their self-introduction at networking meetings, instead of simply standing

up and stating what they did. This doesn't necessarily take up more than your fair share of time. For instance: "Our real estate listings sell faster than the competition because we help clients redecorate for the sale at no extra charge. I'm Melissa Hocking of Wareham Prudential. Give me your business card before the end of breakfast today, and I'll give you a free staging guide geared to the tastes of local buyers."

I've seen offers on the backs of business cards - often an invitation to sign up for the person's newsletter and receive a tempting freebie. Ditto for offers on delivery vans or work trucks: "We get rid of the critters or your money back."

One of the most underused media for offers today is postcards. These attract more attention than a typical newspaper or online ad, for at least three seconds. Don't ever send a postcard simply making people aware of your company's existence. Instead, have everything on the postcard help sell an easily understandable offer.

A postcard offer for a photographer might be: "Book a family portrait sitting before Thanksgiving and receive an extra framable 9 x 12 color print absolutely free." For a restaurant, the postcard could say: "Bring this postcard in for a free appetizer any Tuesday, with the purchase of any entree." For a web designer, the postcard could offer: "Through March 20, get a 25-point objective assessment of your current website for only \$25.

By renting mailing lists or working with a reputable list broker, postcards give you the opportunity to get your offer in front of geographically, demographically or occupationally appropriate prospects who might not ordinarily go looking for you on their own.

Online, even tiny ads, such as those on Google Adwords, can be the carrier of an offer. The same goes for Yellow Pages ads and ads in newspapers or magazines. Why not tuck in a special offer on or with invoices that go out to people already doing business with you? That can persuade them to buy more or try a different service than they are already using you for.

When it comes to digital communication, you can not only send stand-alone offers to your opted-in list but also include them within an email newsletter or ezine. As part of your

automated email signature, you can include an offer, so everyone who has routine correspondence for you sees it and has an opportunity to take advantage of it.

On your website, don't assume that everyone poking through it will go hunting for a list of your services and your contact information. End key pages with an offer and everything they need to take action on it. For instance, at the end of the home page of an IT consultant: "My special Get-Acquainted offer: If you're not yet using cloud computing, I'll come to your Dallas-area office for a free estimate of around how much it could save you. Just call Rita at 555-555-5555 to schedule a date."

In addition to such an offer (or call to action, as marketers sometimes call it) at the end of key website pages, you can include offers in sidebar boxes within the flow of a page or in an outside column.

You can embed an offer within a product. Just make sure you don't spend too much time promoting a new purchase within something that customers paid good money for. In addition, people resent finding out that what they paid for requires another purchase in order to get good value from the original one.

And don't forget about putting forth either paid or free offers when you speak to a group, as the following case study outlines.

Case Study: Dennis Fischman, Communicate! Consulting

Dennis's new consulting business targets nonprofit organizations, and he is using public speaking to reach out to personnel in such organizations. When he speaks to groups about how to use social media, he offers audience members a free seven-page guide to the topic, along with useful tips afterwards every two weeks. All they need to do is to provide their name and email address.

Nearly everyone in the audience signs up, Dennis says.

Why does this offer succeed? Dennis is modeling to nonprofits exactly how they in turn can enlist people who are interested in their work. First, you have to let people get to know you a bit before asking them to take action. Second, you give them something valuable. Third, you ask for a small

commitment in return - in this case, just someone's contact information, with the proviso that they can unsubscribe at any time. And last, yet equally important, saying "thank you" and delivering on your end of the bargain both immediately and in the future.

"People who self-select in this way are much more likely to keep on wanting to hear from you and - if you keep sending them messages that inform and entertain them - to end up supporting your cause," he adds.

The lesson from this offer: Dennis notes that it's not the offer per se that produces success. It's the way you allow people to know, like and trust you before you make the offer. "If you give them something huge and amazing without laying the proper foundation, it may bump up responses that one time, but people who are in it for the swag are not going to pay attention the next time you write them. Those who have started to relate to you, will."

About the business in this offer: Communicate! Consulting helps nonprofit organizations win loyal friends. It's the "easy button" to press when you want to know how to recruit volunteers, mobilize people to action or ask for donations. You can learn more at <http://dennisfischman.com>.

Marcia's comment: Don't dismiss this example as too simple or obvious! Many individuals and organizations fail to take advantage of the best opportunities to make an offer. And I believe Dennis has an excellent point about the needed groundwork before making an offer. This made me think about the numerous times I requested a freebie and unsubscribed to the corresponding list within moments. As he notes, we're less likely to do that when a relationship has been set in motion.

To Whom You Should Make Offers

Shouldn't you make offers to everyone you can? No.

I learned this the hard way early in my career when I made an offer to readers of a publication called *Bottom Line/Personal*. This newsletter goes to relatively well-heeled adults who are interested in improving their health, careers, personal lives and investments. Pre-Internet, the offer was that if subscribers sent

me a self-addressed stamped envelope, I would send them a booklet called "Six Steps to Free Publicity," at no additional cost.

The editors at *Bottom Line* told me to be ready to send out 500-1,000 copies of the booklet. In fact, I received more than 6,000 requests within the first month. Although I had to keep going back to the printer to create more copies of the booklet and my follow-up offers for consulting and a publicity kit that would be enclosed along with the booklet in the self-addressed stamped envelopes, this offer proved profitable for me.

Enough recipients sprang for the additional offers that it was worth the expense and labor of stuffing the envelopes. In addition, I was able to leverage the unexpectedly large response to this offer into a book contract with Plume/Penguin for a book called *Six Steps to Free Publicity*.

On the other hand, a few subscribers to *Bottom Line/Personal* took it upon themselves to reprint my offer elsewhere, without my permission, and I ended up receiving self-addressed stamped envelopes for more than eight years, with little payback from all the stragglers. Eventually I found out that my offer had appeared in a book called *Best Free Things in America*. Grrrr!

Why was this a bad thing? Because anyone who purchased (or borrowed from the library) a book called *Best Free Things in America* was not a good prospect for me. In contrast, someone who paid \$39.95 a year to subscribe to *Bottom Line/Personal* and responded to my original offer had both an interest in getting media coverage and the wherewithal and willingness to spend money on further information or assistance.

I learned the lesson again every time I gave a marketing seminar or presentation to bankers, who without fail wanted to know how they could convince current customers - nicely - that they weren't eligible for their special new-customer offers. They were willing to provide gifts or incentives to new customers but not interested in honoring that offer for existing customers. Understandably, people already doing business with the banks became grumpy when they learned other people were getting perks or discounts they couldn't get.

When it comes to offers, you must choose and control, as much as you can, who receives the offer. After all, if you're trying to sell solar home installations, any offer regarding your

service received by renters rather than homeowners probably costs you money and can undermine your perceived competence as a company. For example, when I receive solicitations for Comcast, I shake my head in exasperation because Comcast is not available in my town.

Very often the medium that carries the offer either does a good job of targeting the prospects who you most want to take advantage of the offer or comes with the risk of inappropriate reach. Let's compare newspaper advertising and direct mail in this regard.

A newspaper ad has the potential of being read by the broad swath of people who subscribe to the newspaper or read it online. A postcard, by contrast, goes specifically to whoever is on the list to receive it and generally doesn't get shared with others, except those who live in the same household.

Accordingly, I told bank marketers that they should not place any "new customers only" ads in local newspapers or run them on the radio, because chances of existing customers seeing them and becoming irritated were high. If they could rent potential customer lists and cross-reference them with their actual customer list, deleting those from the mailing, then chances of ticking off existing customers with a new-customer offer would be low.

Likewise, posting an offer on your blog, Twitter stream or other social media has a very high risk of the offer getting reposted and made accessible to others besides those you intended to present the offer to. It takes just a few seconds for people to click and spread your offer far beyond your intentions. And others who know this deliberately search for offers not really intended for them. Many times I have seen people posting online messages like, "Anyone seen any coupon codes for ____?"

When it comes to offers in ads on Google, Facebook or other online networks, it's essential to make sure that both the selection of who will see the offer and the wording of the offer are geared to the right narrow universe of prospects.

A client once came to me wondering why when he spoke to groups, the types of inquiries he received from audience members were on target, but when leads came in from his website they were quite inappropriate. The answer was that the

offer on his website touted free and cheap accounting management tools. When he changed the offer to “accounting management tools for rapidly growing enterprises,” he began getting inquiries from the larger companies he preferred to have as clients.

Another time a business plan consultant discovered that several university professors were recommending her free business plan creation guide in connection with their course projects. Since students weren’t about to hire her for several thousands dollars, this represented a diversion of her efforts with no payoff for her. Because all the materials were delivered automatically online, it didn’t literally cost her more to have students using her content, but it did distort her results. Therefore she fiddled with her offer until it was something that wouldn’t appeal to students and professors.

Probably the most careful control of offers going awry occurred with a financial advisor I worked with who found new clients through inviting people to educational dinner seminars. As you can imagine, the cost of sending thousands of targeted invitations and then feeding dinner to 30 to 40 middle-aged adults at a nice restaurant was quite high.

However, because two or three of those 30 to 40 generally turned into long-term clients who were each worth quite a bit of revenue, this marketing program was cost-effective as long as only those who had actually been targeted came to the dinner. Besides careful selection of invitation recipients through a reputable list broker according to zipcode, age and income, the wording of the invitations made clear that only those named on the invitation were eligible to attend the dinner and that dinner would be served in conjunction with the promised educational presentation. This disallowed passing the offer along to others who weren’t good prospects and discouraged people from attending who had no interest in the educational content.

Thus, in order to avoid wasting your energy, money, attention, customer service and other resources on the wrong people, you need to plan carefully so your offer gets exposed to as many of those you want to pick it up and as few of those you don’t want to pick it up. In addition, the wording of the offer can either attract exactly the right people or the wrong ones.

I once lost a few hundred dollars by careless wording of a special offer for my Hawaii vacation rental. After securing a nice two-week booking, I saw that we were almost completely booked for the whole summer, and I posted an offer lowering the room rate for the remaining two weeks so I could wind up the season with the calendar booked. Unfortunately, the guy who had just made the two-week booking came back to the listing for some reason, saw the special deal I'd posted to fill up the remaining time slot and requested the lower price for himself.

It had never occurred to me that someone who'd already booked us would return to the listing, and I saw that the way I'd worded the listing did not exclude his dates. So I had to refund the difference between what he'd already paid and the discount I'd posted after he booked.

Despite all the above, the next case study shows that sometimes it's profitable to make an offer to folks you might rather not have hanging around in your business.

Case Study: Tad Hargrave, Marketing for Hippies

Although Tad generally advocates a slow, organic approach to building a business, he recognized that a significant portion of his list felt they were in crisis mode and needed a quick infusion of cash. Accordingly, he created a 30-day cashflow challenge program for those people, consisting of four 90-minute coaching calls plus a private Facebook group.

Since this was a test and he didn't know how it would fly, he charged just \$100. More than 110 people signed up, 70 of them in the final 24 hours before the deadline. Participants also had a chance to add on private coaching sessions at a reduced rate.

Why did this offer succeed? "When people are in crisis, they don't have time to build everything slowly, which is my usual approach. What are they do to in the meantime? Many clients resonated with the idea of a program that could help them out of the crisis of the meantime," Tad says. "The program offered a solution to a problem that a lot of my clients struggled with."

The lesson from this offer: "For years," Tad says, "people would come to me desperately wanting a quick fix that I did not offer. They were the worst clients to deal with. They were

demanding, needy and not in a position to implement any of the ideas I gave them.”

One day Tad had a brainstorm to turn around his thinking on this and asked himself what such people actually did need. That was the genesis of the offer than brought in \$12,000 from clients who had been the bane of his existence. “Look at it this way,” he suggests. “You say certain people aren’t ‘ready’ to work with you? Sure. Likely true. But could you create a program or product designed to help them get ready? I imagine this is a hidden profit center in most businesses.”

About the business in this offer: Marketing for Hippies (www.marketingforhippies.com) helps conscious entrepreneurs, such as holistic practitioners, life coaches and permaculture practitioners, to attract more of the kinds of clients they want without doing things that feel icky, awkward or cost a fortune. Tad’s central idea is that marketing can feel good, he adds.

Marcia’s comment: I love the insight that, as Tad puts it, “Your most hated clients can become a solid source of revenue.” His approach isn’t for everyone, though, because if you fiercely dislike those clients enough, the revenue may not be worth the suffering of dealing with them. Still, it’s always worth asking how you can turn a headache into an advantage. An offer for your inappropriate or detested clients might involve turning them over to a colleague who enjoys the challenges they pose.

Offers using Package Deals

One of the most powerful kinds of offers involves creating an attractive bundle of products and/or services at a set price. The trick lies in assembling a package that appeals to your clientele, encourages them to spend more than they might otherwise and provides them with a very high amount of perceived value. Consultants, coaches, attorneys, accountants, retail merchants, mail-order merchandisers and many other kinds of enterprises should consider devising these kinds of offers. Give the program a special name.

For example, “Carefree Cancun” might include six nights at hotels, two meals a day, coach airfare, two helicopter tours, one bus tour, two travel books, a free “Cancun Hotline” subscription and two complimentary massages.

I've found that people really like it when there's a name for a package deal that rolls nicely on the tongue. For years I did well with something called "The Fame & Fortune Program," which included the writing of one press release, a media database on disk to use for its distribution and a guarantee that if the release didn't get any results, I'd write another one at no extra charge.

It also works well to tie a package deal to current events or the season of the year. An estate-planning attorney could offer a low-cost "Tax Reform Checkup" – find out whether the new tax regulations necessitate changes in your will or trusts, through both a consultation and an informative booklet. Staying on the tax theme, a spa could run a special called "Post-Tax Day Pampering," bundling together a facial, pedicure, manicure, massage and herbal wrap.

Sometimes a package deal has appeal as a gift, although the product or service is not normally considered in the gift category. For instance, in August a car repair shop could offer a mechanical checkup and a one-on-one lesson in basic automotive care for parents to give their kids who were going off to college or graduate school with a car.

When trying to concoct a package deal when you don't sell tangible items, it may help to think of it as the conceptual equivalent of a gift basket. Just as a business gift basket might include fruits, crackers, cheese and nuts while another specifically for new homeowners might include local maps and coupons, wine, wine glasses, classy soaps, a small hammer and picture hooks, keep a clear purpose in mind and assemble ingredients associated with that purpose.

Besides package deals that bundle disparate items together according to a theme or purpose, a package can offer a special deal for a certain number of similar items, as in the following case study.

Case Study: Karl Sakas, Agency Firebox

To boost sales and revenue from a series of three webinars, consultant for digital marketing agencies Karl Sakas offered two bonuses to anyone signing up for all three sessions. The first bonus consisted of an 18-page ebook not otherwise available, "Don't Be the Shoemaker: And 11 Other Easy-to-Implement Ideas to Improve Your Marketing Agency." As the second bonus,

buyers received a one-on-one phone consultation with Karl, valued at \$250.

In his statement of the offer, Karl made it clear that anyone who couldn't attend all three webinars live would receive access to their recordings as part of their registration.

More than 50 percent of the webinar series revenues came from those who took advantage of the "Buy all three" offer. In addition, Karl expects some of those who appreciated the consultation to sign on for additional work.

Why did this offer succeed? "I positioned the offer as \$475+ in value for \$225," Karl says. "For prospective consulting clients who had wanted to hire me but weren't ready to justify that expense, the bonus offer made it easy for them to say 'yes' to becoming a paying customer."

The lesson from this offer: Karl points out that adding bonuses can be a powerful alternative to discounts. "The bonuses enabled me to boost sales without hurting margins, and the consultations built relationships that help future sales and referrals."

He adds, "Think about ways to automate the order fulfillment process for a combination offer. Because I had set up the webinars for sale individually through EventBrite, I had to follow up manually with the package purchasers, since there was no 'buy all three' option. I knew going in that this would be a tradeoff. Next time, I'd find a way to set up a single checkout option so customers could buy all three at once."

Karl discovered that people were more interested in the free consultation than in the ebook bonus. "I could have offered just the bonus consultation and skipped the ebook," he says.

About the business in this offer: Agency Firebox solves business problems for owners of fast-growing digital marketing agencies worldwide. Consultant and trainer Karl Sakas helps clients maximize productivity, improve business operations and achieve their agency's potential. For free tips and an ebook on creating smoother client relationships, sign up for the Agency Firebox newsletter at <http://agencyfirebox.com/newsletter/>.

Marcia's comment: Something Karl could test in the future would be a higher-priced bundle where customers receive all

three webinars in the series *plus* a less-than-full-price consultation on how to apply the webinar ideas to their own situation. In other words, people would be paying a little extra to get the consultation as well, instead of getting the consultation as a no-extra-cost bonus. Maybe it would be \$325 rather than \$225 for that whole bundle, still amounting to a value of \$475.

The added \$100 would be much less than they would regularly pay for a consultation, and it would be available only to those buying the “all three” bundle, so buyers would still enjoy an awesome value overall.

Here is another case study that shows what can happen when you create a package deal that hits the spot with customers.

Case Study: Milana Leshinsky, JV Insider Circle

Milana Leshinsky, an entrepreneur with a huge following of coaches, authors and experts, created a package deal for people who wanted to use joint ventures (JVs) to build their businesses. JV Insider Circle included an eight-week training on how to get JV partners, a 12-month membership in the JVIC community, which provides access to a JV partner database and JV pitch opportunities, and a ticket to a three-day live event called The JV Experience.

This package cost \$1997 and 106 were sold within 20 minutes when the offer was announced on a live webinar.

Why did this offer succeed? Several factors made the offer irresistible to her audience, Milana says.

- **Content:** It combined the three essential elements of a great program, training, coaching and community.
- **Difference from competition:** Unlike other communities and live events, members would be not just allowed but also encouraged to promote themselves to other members in a “no-rejection zone.”
- **Overcoming hesitations:** The biggest barrier to JVs in this market is service providers not having a product to sell. So the package also included a bonus training on creating an appealing product for the first 50 registrants. “People kept calling for days after our webinar asking if that bonus was still available,” Milana says.

The lesson from this offer: “Know your target market’s secret desire and determine their biggest objections before creating an offer,” says Milana. “For years I had been selling products that teach coaches and experts how to make more money and get more clients. But with JV Insider Circle we made it easy for them to put their products, programs and services in front of thousands of potential clients.”

About the business in this offer: JV Insider Circle is a community of coaches, experts and entrepreneurs who want to grow their business by using joint venture partnerships. Members get training in how to attract JV partners and get them to promote their products and programs, then they’re put together in a room - both virtually and physically - for creating JV deals and collaborative projects. Doors open on the program only twice a year, and information is available at <http://www.jvinsidercircle.com>.

Marcia’s comment: Always consider how you can put together a set of products and services that *completely* addresses a certain need. It’s very common for businesses to have a block against doing this because they typically handle only one part of a process. If that’s the case, you can team up with other individuals or companies to create an all-encompassing (and unbeatable) offering.

Ask yourself: What can we add to the way we usually do business to make it easier for customers to use us and get the results they most want?

Pitfalls in Creating and Using Offers

Although offers give you a powerful way to sell stuff right now, be careful not to train your customers to wait until a discounted offer comes down the pike. Several companies that I do business with have become known for their deeply discounted offers, to the extent that those in the know trade information about where and when discount codes can be found. Regular customers know that anyone who pays full price is a fool. In my view, this strategy cheapens the image of the company and runs the risk of losing quite a lot of revenue over time.

Don’t automatically launch a new product with a discounted price. I’ve seen many people proudly announce a new product

and give a limited-time discount offer to their list. What's unwise there is that one's followers are the very most likely people to buy a new offering without any discount at all. Therefore, money is lost.

Another common offer pitfall is options that are too complicated. Can you explain your offer out loud using only one breath? If not, it may be too complicated. Remember that most people don't read or listen to every word of promotions. A good test in this regard is to expose someone you know to your offer and then ask them to restate it for you. If they can't do it, or get it wrong, you may have made it too complicated. Tinker with the offer and test it this way again.

The same goes for including too many choices in an offer. If buyers have to sit down and puzzle out which of several options is the best for them, your offer is too complex. As Henry David Thoreau was famous for saying, Simplify! Simplify!

Most of the time, it's a good idea to give a reason for lowering a price temporarily or extending a deadline. You ordered too much, for instance, you're moving your headquarters, severe weather prevented lots of people from registering, or it's your birthday and you feel like giving customers a gift. Just make sure that the reason you give is consistent with how you want your company to be viewed. Don't say you messed up on something, for example, if customers normally pay you big bucks to get all their details right.

Avoid using asterisks or similar techniques for any "fine print" - limiting conditions - on an offer. If you give people a definite impression of what they're getting and what they owe that gets contradicted in the fine print, you're on the verge of being deceptive and definitely not customer-friendly. Either explain the terms of the deal simply and straightforwardly or change the offer so you can do so.

If you've called something "free" in your offer, you had better mean "completely without cost, no strings attached." If not, you're in for misunderstandings, customer blowback and possible legal hot water. I see this principle violated often, unfortunately. For instance, a headline will say "Free paperback book!" when the customer has to pay a "shipping fee" that is higher than

usual for shipping books and in fact covers both the cost of the book and the shipping. That's just plain deceptive.

Checklist for Offers

Before finalizing any offer in an ad, brochure, radio script, sales letter or online, make sure it meets these criteria:

1. Is it clear? Show your copy to people who will be honest with you, and ask if they understand what they'd be getting, on what terms. You may think the offer couldn't possibly be any more black and white, but if they say they're confused, you must rewrite and clarify the offer.

This is more challenging than it sounds, and it requires your attention every time you put forward an offer. Once I ran a popular offer for a second time in my weekly email newsletter, and neglected to specify in the repeat version exactly what to do to get a bonus item, for which there was no charge. A subscriber ordered both a regular item and the bonus item through my online shopping cart, and got upset that he was charged for both. The previous week, I'd explained more clearly that they were to order the first item and I'd "toss in" the second item free. It took a week of phone tag to straighten out the problem.

Sometimes saying something clearly once isn't enough for the message to make an impression on the reader. For example, with a free teleclass offer, it's easy for people to overlook where you definitively stated that it would take place at 4 pm *Eastern time*. Some people just see the "4 pm" and don't get that they may need to translate that for their own time zone. Others (particularly those not in North America) may not really understand what "Eastern time" means. To head off mix-ups, I may provide a link that says, "[Convert this to your own time zone](#)" and also often add that "Eastern time" means "New York City time."

If you have a long sales letter or long web page explaining and selling your offer, restate the offer in a nutshell just before you ask for the order. This eliminates the need for someone to hunt back and find where you said what exactly the deal was.

Avoid using jargon or your own idiosyncratic abbreviations in stating an offer. No matter how certain you are that readers know what you mean, some will not.

2. Does it have high perceived value? Sometimes, as when you're offering information people absolutely can't find anywhere else, an audio, booklet, manual, software tool or consultation can feel almost priceless to your market, even though it costs you next to nothing to make it available. Consider adding this kind of sweetener to your deal.

Prior to the growth of the Internet, Dottie Walters, publisher of a magazine for the speaking industry, offered a directory of speakers' bureaus – obtainable from no other source – only as what she called a "gift" when you subscribed to her publication. You couldn't buy it. I once renewed my subscription primarily to get that directory.

3. Does it carry a low risk for the buyer? Guarantees make a tremendous difference. Contrary to what you might expect, the longer the time stated in the guarantee, the fewer returns and refund requests you usually get. Providing you have a quality offering, you sell more with a reassuring guarantee.

Guarantees come in many varieties. Consider those listed later in this report, and others you encounter in industries similar to or different from yours. Many marketers find that a certain guarantee galvanizes response while alternative ones leave their prospects indifferent.

4. Is it free of risks for you? What if the offer is wildly successful? Would you be able to deliver what you promised if nearly everyone said "yes"? On Kickstarter, the crowdfunding site where people raise money for future products or services, numerous projects have suffered public scolding when they were unable to do what their supporters were expecting from them. And generally speaking, these days you certainly don't want to become the villain of the week on social media.

You also don't want to court legal trouble or moral criticism with your offer. Be aware, for instance, that promising benefits in exchange for positive social media reviews or offering a reward for the best testimonial are questionable offers in the minds of many, and they may even cross the line legally.

5. Is the offer believable? As explained above, consider adding a reason for your ability to offer such a sweet deal, if that's how it will come across. For instance: "Our supplier sold his business at a loss to join a religious cult." Or: "We're running out of space in our warehouse." Or: "We have so many hundreds of years of experience at our disposal that we're confident we can solve your problem quickly." Or: "We figure that once you experience our weegies free for a month, you won't ever want to be without them again."

In an amazing and revealing experiment, a direct mail maverick once offered to send free five-dollar bills to readers. He provided no logical reason for doing so, and this offer was completely ignored. No one believed it enough to even determine whether or not it was true. Had he written something like this, however, there would surely have been takers: "Please help me settle a bet with a friend. He says no one reads sales letters any more. I say they do. Just drop me a postcard with your name and address and the code word 'snowflake,' and I'll send you a crisp new five-dollar bill for your trouble."

6. Have you provided an inducement to act now?

Human beings procrastinate. But fewer do so when you toss in a special reason to click the order button right now. "Order before July 31 and receive an extra dozen parachute rings free." "Come in to arrange your own will before October 19 and get another for a second member of your family at half-price." "This offer expires March 15 or when we run out of stock, whichever comes sooner, so pick up the phone now!"

I've had people call and email shortly after an announced deadline, abjectly pleading to be let in on the deal even though they were a few hours late. It's amusing and eye-opening how seriously people take a cut-off date and time for special offers.

Beware of using an automatically extended deadline, as has become common at sleazy websites; the copy says "Order by midnight October 29 to get 20% off!" But if you visit the site on October 30 it says, "Order by midnight October 30 to get 20% off!" People aren't stupid, and this programming trick undermines your credibility.

Neglecting to include a deadline can have unfortunate consequences, in that it gives you no leg to stand on when

someone brings in or brings up an offer that you had long forgotten about. “Oh, but that’s expired!” you would be tempted to say. “Where does it say that?” the customer might reply. Silence... Some customers would be understanding if you explained that the offer was from years before, but others would not.

7. Have you provided complete and accurate instructions for taking advantage of the offer? This should go without saying, but marketers either simply space out about including the all-important how/where to buy information, get it wrong or have the mistaken belief that “everyone knows” what to do to buy. Many times I’ve gone through the local paper and seen an ad or an insert from a company that has an exciting sale going, yet no information at all about where their store is. Perhaps their regular customers already know this, but I sure didn’t.

And judging from the number of “Oops” email messages I see from people who should know better, many marketers forget to check and double-check their links before sending out a promotion. This requires eternal vigilance! Make sure you click on all links and actually call all phone numbers in an offer before letting it out of your office.

8. Have you headed off doubts, worries and objections about your offer? When space allows, do your best to anticipate and explicitly neutralize concerns and questions that might keep people from ordering. List questions that might reasonably (or unreasonably!) arise in people’s minds and say something in connection with your offer to put those questions to rest.

For example, if you’re offering a 30-day free trial of a new program that requires people to input their credit card information even though they’re not being charged, people may worry about your reliability and whether they can easily and effectively cancel if they don’t want to continue after the trial. To put such fears to rest, you might cite your unblemished record with the Better Business Bureau and tell them ahead of time exactly what number to call or what email address to contact if they decide to cancel.

Often the questions prospective buyers have are much more specific than that general kind of trepidation. People may wonder, "Is this really for me, because I'm a ____ rather than a ____?" "Will it work on a Mac, or on my mobile?" "Does it talk about ____?" "What if I can't make one of the scheduled sessions?" "How is this different from T.X.'s program?" Either include a little question-and-answer section within your presentation of the offer or work the responses to those doubts into the main text.

Online, I often invite people to email me with any question they have before placing their order. People really do plunge ahead and ask!

Offers Using Pricing

For your reference, here are a wealth of ideas you can use when you're stumped for an offer.

- ❑ Two for the price of one
- ❑ Second item/person half price
- ❑ Flat fee instead of hourly charge, or vice versa
- ❑ Commission arrangement instead of a fee, or vice versa
- ❑ Bulk discounts
- ❑ Special introductory prices for new customers
- ❑ Free trial for 21, 30 or 90 days

FREE TRIAL TIPS: Bend over backwards to make clear what buyers get during their free trial and for how long, as well as what they need to do to avoid being charged after the trial period. It's best to also send an alert before the end of the trial, to help prevent complaints and chargebacks.

- ❑ Free introductory session or free sample
- ❑ Discount for slower service, older products
- ❑ Discount for less than first-rate quality or experience
- ❑ Customer names the price
- ❑ Donation of \$XX requested
- ❑ Discount for sneak-preview or rehearsal session
- ❑ Discount during typical slow day/month/season

- ❑ Discount for referrals
- ❑ Discount with your trade-in
- ❑ Discount for members of organizations/affinity groups
- ❑ Rounding down prices
- ❑ Rounding up of prices to convenient numbers, like \$10.00
- ❑ Half off if you're one of the first fifteen who enroll
- ❑ Early bird discount, up to a cut-off date
- ❑ Buy now before a price increase on a given date
- ❑ Free if you fax request on your office stationery
- ❑ Free item; you pay only for shipping
- ❑ Match any competitor's prices
- ❑ Guarantee against price rises for specific period
- ❑ No extra charge for special orders
- ❑ Free for children/veterans/senior citizens
- ❑ Rebate or coupon for the next order
- ❑ Higher prices for priority service
- ❑ Bill me later, or customer gets charged 30 or 60 days later

Offers Using Bonuses

- ❑ Get a free whooziwhatsit if you order this month
- ❑ Frequent buyer/inner circle program
- ❑ Buy N, get the N + 1 free
- ❑ Premiums from other vendors/practitioners that cost you nothing
- ❑ Bonus in exchange for customer feedback (positive or negative)
- ❑ 24-hour accessibility for no extra charge
- ❑ Eligibility for special drawing/sweepstakes
- ❑ Unannounced, random prizes
- ❑ Bonus items not purchasable at any price
- ❑ Donation to charity in buyer's name with every purchase

- ❑ Free shipping for sales over \$XX
- ❑ Free home delivery
- ❑ Free catalog/newsletter for the next year
- ❑ Hot line open for preferred customers
- ❑ Reward for customer referrals
- ❑ Collect coupons/receipts for prizes
- ❑ Free equipment; pay only for service
- ❑ We keep your information on file for you free
- ❑ Free after-sale information
- ❑ Your choice from a selection of bonus items
- ❑ Free upgrades under certain conditions

TIPS ON BONUSES: Don't mindlessly pile up bonuses. More than one or two bonuses makes you look desperate. Don't inflate the value of bonus items. Offering a continuity program - something with an ongoing monthly charge - as a bonus is risky because many customers simply won't pay attention to it when ordering and therefore can accuse you of cheating, later.

Offers Using Payment Terms

- ❑ Discount for payment in advance or before a deadline
- ❑ Automatic monthly billing to your credit card
- ❑ Automatic restocking and charges until customer cancels
- ❑ Pay nothing until 2016
- ❑ Pay only \$X a month
- ❑ No payment until buyer sees results
- ❑ Monthly payments with no interest
- ❑ Lease/rent rather than purchase
- ❑ Split the (large) payment among two or three credit cards
- ❑ We won't cash your check or run your charge for 30 days

Offers Using Guarantees

- ❑ You must be satisfied, or your money back

- ❑ If not satisfied, you'll receive double your money back
- ❑ Double the customary warranty period
- ❑ Guaranteed no matter what, no questions asked
- ❑ Returnable if damaged
- ❑ Don't pay anything unless it works

TIPS ON GUARANTEES: Don't require people to provide a reason or make them prove anything in order to get their money back. That counteracts the fundamental idea of the guarantee, which is to eliminate obstacles to a purchase. Don't guilt-trip people in your marketing copy over refunds or in your responses. Researchers have proven that nearly always, companies increase revenue when offering guarantees, even taking into account any refunds. So be cheerful when someone wants to take advantage of your guarantee, even if the refund request hurts (psychologically or monetarily or both).

- ❑ Your money back if the problem returns
- ❑ We'll fix the problem again if it returns, no extra charge
- ❑ Your money back if you can demonstrate that you tried it and it didn't work
- ❑ Lifetime guarantee
- ❑ If we forget to thank you for your business, everything is free

Case Study: Denise O'Berry, DeniseOBerry.com

Denise O'Berry's most successful offer is a six-month membership program that helps busy managers improve their team's performance. Called Team Building Tool Box for Busy Managers, it has 12 training modules that address high-priority team issues such as communication, conflict, roles and responsibilities, leadership and change. Its step-by-step guides, delivered via email every two weeks, enable managers to work hands-on with their team to ensure that they are working at the highest efficiency and highest level of performance.

The program is set up so that someone can get started whenever it is convenient for them. It costs from \$497 to \$1997, depending on the licensing arrangement selected.

Marketers sometimes call this type of offer a “drip feed membership program.”

Why did this offer succeed? Denise has a two-way relationship with her list, which keeps her informed on the crucial issues people want her to address. “I am always asking for information, and my subscribers freely engage in discussion with me. Some subscribers have been on my list since 2008, and I believe they have a high level of trust in our relationship,” she says.

The Team Building Tool Box taps into the target market’s pains and fears as well as their desire for solutions, providing practical information that can be put into action right away so that company life becomes noticeably easier. “Delivering this value on a regular basis keeps them looking forward to more,” Denise says. “I regularly modify the program to ensure it’s exactly what they are looking for currently.”

The lesson from this offer: You must be very clear on your target market’s wants, needs, pains and fears, says Denise. You also need to know what medium people prefer. People have many avenues for solutions today, and if you aren’t crafting a solution to what’s on their minds and put it out in the medium they prefer, you could strike out with your offering, she warns.

“It’s also critical to build a relationship with your market. We must never forget that people do business with people, not companies,” Denise adds.

About the business in this offer: Denise O’Berry is a small business consultant who has been helping small businesses do things to be successful since 1996. She specializes in helping solopreneurs and micropreneurs take action to grow their business while maintaining a healthy cash flow. You can find Denise at <http://www.deniseoberry.com>.

Marcia’s comment: Denise’s point about the power of building a relationship with your followers is crucial. The trust, respect and liking that grows over time is a priceless business asset that enables you to rise above apparent competition. Such a relationship greatly magnifies the response you receive to an on-target offer.

My Most Successful Offers

I've been running special offers in my weekly Marketing Minute email newsletter for more than 15 years. My subscribers tend to be solo practitioners, owners of small companies and marketing directors in both traditional enterprises and dot-coms. Since the main portion of my newsletter takes up only 180 words each week (that's the number of words an average person says in a minute, hence the "Marketing Minute"), the offers in my ezine must be even briefer than that.

About half the time I choose or concoct a special offer that relates to the text of my marketing tip that week. The rest of the time, the offer is unrelated. I have had fun making up special offers, and I think the light way I phrase them contributes to their success. From my files, here are a few of the most profitable or interesting offers I've run over the years.

THIS WEEK'S SPECIAL: Put me in front of an audience of at least 100 business owners, association managers, executives or corporate marketers and you pay only one-third my usual speaking fee (\$1,000 instead of \$3,000), plus travel. Just confirm a mutually agreed-upon date in February or March 1999 by December 22, 1998. Call me at (617)266-1613 or email marcia@yudkin.com.

The above got me a speaking engagement in Bismarck, North Dakota, enabling me to cross that state off my short list of those not yet visited. I ran it at a time when my bookings for speaking were down in the months ahead.

THIS WEEK'S SPECIAL: Special Marketing Minute subscriber prices on a new Sales Letter Makeover home study course, which teaches through fifteen before-and-after sample letters and commentary (and many extras!) how to write sales letters that get results: \$100 off the price of the course, until February 24. Last chance at this price! Request complete details by pressing "reply."

Note that if you write "last chance at this price!" you'd better stick to that. I don't dare offer this price again because some of those who ordered from the above special are still on the list and may remember that I said that. Also, I stick to the "special

Marketing Minute subscriber prices" idea, when I invoke it, by not offering the discount at my website.

THIS WEEK'S SPECIAL: Is your personal bio or company profile up to snuff? No charge for Marcia Yudkin to look yours over and discuss with you whether or not it needs improvement. If it does, an overhaul costs \$200 for all the consultation, rewriting and discussion necessary until you're satisfied with the improved version. Special price valid until March 27. Just press "reply" if you're interested or call 1-617-266-1613.

I liked this offer a lot because of all those who took advantage of it, none would on their own have thought of hiring me to redo their bio. That's the power of an appealing offer. This accompanied a Marketing Minute that discussed a particular bio I wrote for a client.

THIS WEEK'S SPECIAL: My book, Smart Speaking: Sixty-Second Strategies, remains as helpful a guide to less fearful, more masterful speaking on the podium, on the phone, at meetings and in difficult situations as when it was originally excerpted in Ladies Home Journal, Woman's Day and Cosmopolitan and when it was featured on Oprah some years back. But I went overboard buying up copies of the hardcover edition.

Help me clean out my basement at this yard-sale price: Only \$5.00 per book (cover price \$17.95) when you buy a case of 40, with free shipping anywhere in the 48 states. Mint condition. To order, call 1-617-266-1613.

This appeared with a rewrite of a yard-sale ad. One person who bought a couple of cases of books returned to buy more numerous times until I had less than one case left. He often presented workshops related to the topic of this book, and he didn't have a book of his own to sell at the workshops.

I paid less than \$2.00 per book when the publisher was remaindering the hardcover to make way for the paperback edition, so this was profitable for me in addition to helping me clean out my basement. Because those who bought up the books could resell them at the cover price, it was a good deal for them, too. Note that the excuse I offered for the low price - that I "went overboard" on how many books I bought from the publisher - was 100 percent truthful.

THIS WEEK'S SPECIAL: Letters to the editor comprise one ingredient in some of the one-year, month-by-month marketing plans I've created recently for Marketing Minute subscribers who want to raise their profile in particular markets. Find out how you can get your customized marketing plan by going to <http://www.yudkin.com/marketingplan.htm>, and see a sample plan at <http://www.yudkin.com/sampleplan.htm>.

This offer followed a marketing tip about writing a letter to the editor. Here I simply reminded subscribers about one of my services, without offering a discount. This reminder in the space where I often presented a discounted offer incited two subscribers to commission a marketing plan at \$2,500 each.

[This followed a piece about perks earned by kids in a local school and what they suggested about perks businesses could offer.] *FOR EXAMPLE: To show you what's possible, and as an actual celebration for my soon-to-be-published book on creativity, see the perks I'm offering now through November 28, or until they're sold out.*

Perks include a get-to-know-you lunch with me, me interviewing you to create an audio product you can sell and me speaking to your team at your office, as well as a special pre-publication deal for both the paperback and the audiobook of "Inspired!".

Quantities of most perks are limited.

<http://www.yudkin.com/perks.htm>

With this offer, I wanted to show it was possible to do a Kickstarter-style promotion without using the Kickstarter platform. Enough people were excited to check out and buy my perks that the revenue paid all my publication costs for the new book and quickly put me in the black. For the lowest-price option, I did not discount the book, but instead offered a bonus of the audiobook recordings along with the paperback.

Testing Your Offers

Inspiration and paying attention play important roles in creating winning offers. However, testing is critical as well.

1. Test everything - your prices, your guarantee, even the specific wording of your offer. For instance, each of these quantitatively equivalent offers has a different emotional impact:

- ❑ Bring a friend and you each get half price
- ❑ Sign up now and bring a friend, colleague, employee or spouse free
- ❑ Bring along a friend and don't pay a penny more

2. Test the biggest factors first. For example, before you get hung up on whether the price should be \$295, \$297 or \$299, test \$195, \$295, \$395 and perhaps even \$495. Many business owners have been shocked to find they sometimes make more sales after they raise prices. (The perceived value can rise along with the price.) On the other hand, the greater volume possible at the lower price may mean higher profits overall.

3. Remember that the only valid test is an actual one. Some people think that asking potential customers or clients which offer they would prefer saves time and money compared with running different ads or mailing divergent direct mail offers. It doesn't pan out that way. What people say they'd do can bear little relationship to what actually gets them to open their wallets.

4. Keep on testing. When an offer seems to be working fine, you should always tweak it here and there to see if little changes have a significant impact. With good records, you can meaningfully compare sales with each change to a baseline. Be mindful that over time, a changing competitive, economic or social environment may affect which offers pull best.

Case Study: Kathy Goughenour, Expert VA Training

Besides serving several authors and experts as a virtual assistant (VA), Kathy Goughenour teaches people how to have a profitable virtual assistant business. She noticed that many VAs spent so much energy serving their clients that they neglected their own upkeep and business development projects.

From that observation, her Writing and Project Marathon offer was born. The event takes place via conference call, and with two two-hour work stints sandwiched between check-ins with the group. During the five-hour marathon, participants can also submit their writing or other projects to Kathy for quick

feedback. Its first run was so successful that she now runs it nearly every month for \$47 each time, and many VAs attend repeatedly.

Why did this offer succeed? “It’s inspirational and fun,” Kathy says. “I give two 15-minute presentations on how to resist fear or eliminate writer’s block. We end with a celebratory happy hour. At the beginning, participants tell what they want to achieve that day, and during the two subsequent check-ins, they provide an update on what they’ve accomplished. This increases participants’ productivity and prevents procrastination. Everyone loves the format and the experience, and they get loads done.”

The lesson from this offer: “You never know what’s going to be a big hit. If you can try out an idea you have, especially if it’s a low-cost or no-cost idea, no matter how far-fetched it seems, you may have hit upon a success,” Kathy notes.

About the business in this offer: As a trainer and coach, Kathy Goughenour takes virtual assistants by the hand and step by step shows them how to boost their businesses from so-so to super-successful. See her business offerings at <http://www.expertVATraining.com>.

Marcia’s comment: Many marketers miss the opportunity to repeat a successful offer. Not only do some people in the same audience who hardly noticed it the first time buy on the second or third round, with certain offers people who bought before will buy again - and maybe even again and again.

A Final Word

Have you built each marketing piece around an offer rather than just “call us” or “we’d like to do business with you”? Have you inserted offers everywhere they might catch attention, without overdoing it? Offers make it easier for new and old customers alike to respond.

Copywriting Training and Consulting Programs

Marketing Protégé Program

If you already have good writing skills and an avid interest in marketing, this ten-week, one-on-one program trains you to become a marketing consultant, working to improve organizations' and individuals' marketing communications. Details and testimonials at <http://www.yudkin.com/become.htm>. \$2,500.

Six Weeks to Masterful Copywriting

A scaled-down, on-your-own version of my Marketing Protégé training program, this offers eight hours of audio lessons, six homework assignments, with my answers and students', teaching you the fundamental principles of writing copy that's credible and captivating. Just \$497.

<http://www.yudkin.com/copycourse.htm>

Consultations for First-time Clients

I offer a special introductory rate for people who have never spoken to me one-on-one. The agenda is yours to set, and you'll be amazed to see how much gets accomplished quickly. See the dates and times available, and sign up for a half-hour slot at <http://www.yudkin.com/introconsultation.htm>.

About the Author

Marcia Yudkin has been a professional magician with words since 1980, when a short query letter to the *New York Times* resulted in her first published article.

During the next two decades, Marcia enjoyed publication in top magazines, such as *Psychology Today*, *Ms.*, *New Age*, *TWA Ambassador*, *Cosmopolitan*, *Business 2.0* and the *New York Times Magazine*, along with appearances on National Public Radio. She also pursued homegrown entrepreneurial ventures, such as producing her own audiotapes, running public seminars and creating booklets and self-study courses. When readers and acquaintances began asking for help with marketing, she added consulting and copywriting to her repertoire of services. Marcia has helped scores of solo practitioners, small businesses and medium-sized companies and professional firms worldwide to craft words that attract clients and customers

Her 17 books include *6 Steps to Free Publicity*, *Meatier Marketing Copy* and *Persuading on Paper*. She also has more than a dozen ebooks and audiobooks available on Amazon's Kindle platform and through Audible.com.

Every Wednesday Marcia publishes The Marketing Minute, a free email newsletter. You can subscribe at <http://www.yudkin.com/subscribe.htm>.

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