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# CREATING OFFERS THAT CONVERT

*8 pro tips for  
developing  
irresistible offers  
like a boss.*



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## Brass tacks:

You, like every business owner, want **more quality leads and customer activity**. You want to reach your target audience and convince them that you have the answer to their problem. So how do you do that in a compelling way that **captivates them** enough to take the next step in your sales funnel?

**Answer: create an irresistible offer. An offer they can't refuse.**





# The irresistible offer.

**You may have heard this term or you might be asking, “What the heck is an irresistible offer?”** It’s an offer (your service or product) that is so valuable, that no one in your target audience would be able to resist your call to action. It’s an offer converts leads to prospects, and prospects to clients.

As a fellow business owner I know this struggle, getting (and retaining!) clients are crucial for success.

Your potential clients are looking online for solutions to their problems. In fact, we all are!

That’s why **the key to making a successful offer** is not bragging about how incredible you and your company are, but instead focusing on **how you understand their problem and have a great solution.**

This is how you create offers that convert. Keep in mind, every part of this workbook is important to your success. So here we go!



## Example:

Let's take the example of an CPA. Their target audience are small business owners who need help with accounting and financial planning.

Instead of a list of accomplishments and qualifications, shift the focus on the struggle your customer is facing.

**It's not “look how great we are!”**

**It is “Look how we help you solve your problem.”**

Folks are much more inclined to listen and retain if they hear you speaking directly to their pain points.

Their offer may sound something like: ***I help ensure your business is on track for a profitable year by creating a detailed, financial plan tailored specifically for your business.***

See the shift? The more focused you are on your client's unique needs, the more your offer will stick.



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# Here's How this Worksheet Works:

To start, we are going to **lay a little ground work** and ensure you are clear on your offerings, and the experience of your potential client. From there, we will review 8 pro tips for creating offers that actually convert.

While it can be easy to read along and nod your head agreeably, I encourage you to truly **take the time to type out your answers** in the space provided. Using this worksheet for each of your offerings will allow you to flesh out **an offer that actually generates revenue.**

**You can use this worksheet to create marketing campaigns, ads, sales funnels, sales pages and website landing pages.**



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# THE GROUNDWORK

Understanding your PRODUCT  
or SERVICE:

**Q: You What is the product or service you are using for this particular offer on this worksheet? Be as specific as possible.**



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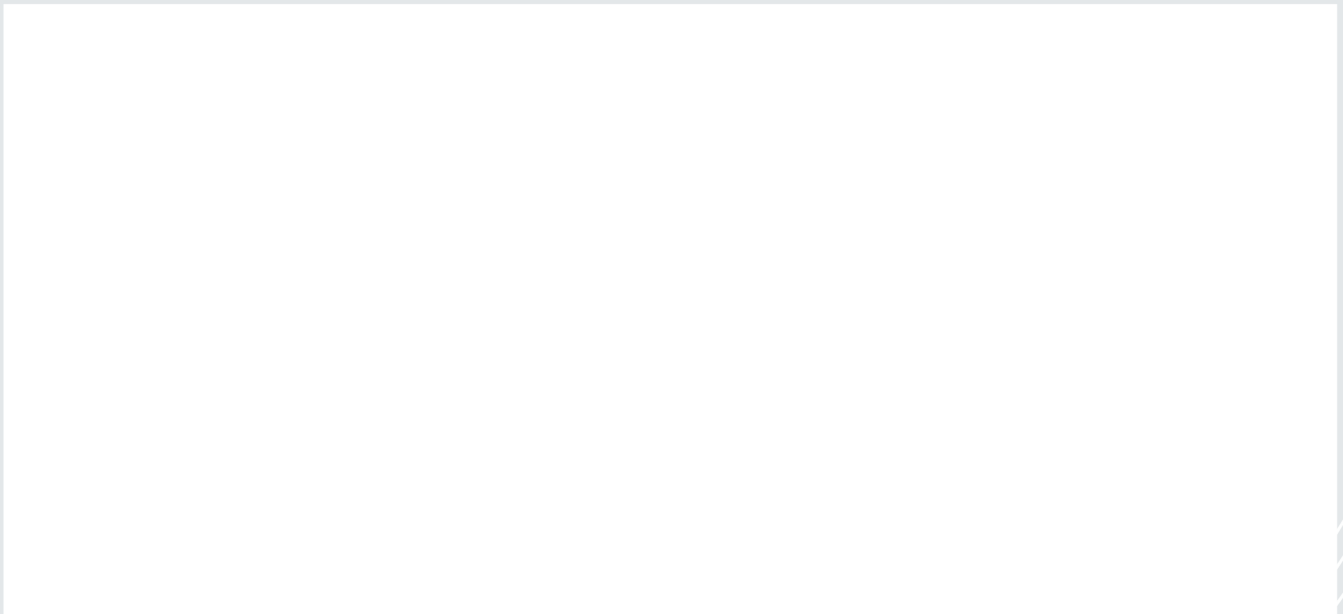
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# THE GROUNDWORK

## Understanding Your Client's PROBLEM:

**Q: What struggle or challenge does your customer need help overcoming?(Where are they now?)**

*Ex: Problem: My lead generation form does not result in qualified leads!..  
or...I am attracting low budget clients, help!*





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# THE GROUNDWORK

Understanding Your Client's  
PROBLEM (and their IDEAL  
SOLUTION.):

**Q: What is the desired end result (Where do they want to be)?**

**Again, be as specific as possible.**

Ex. Solution: Receiving 15 inbound emails from qualified potential clients, every month.



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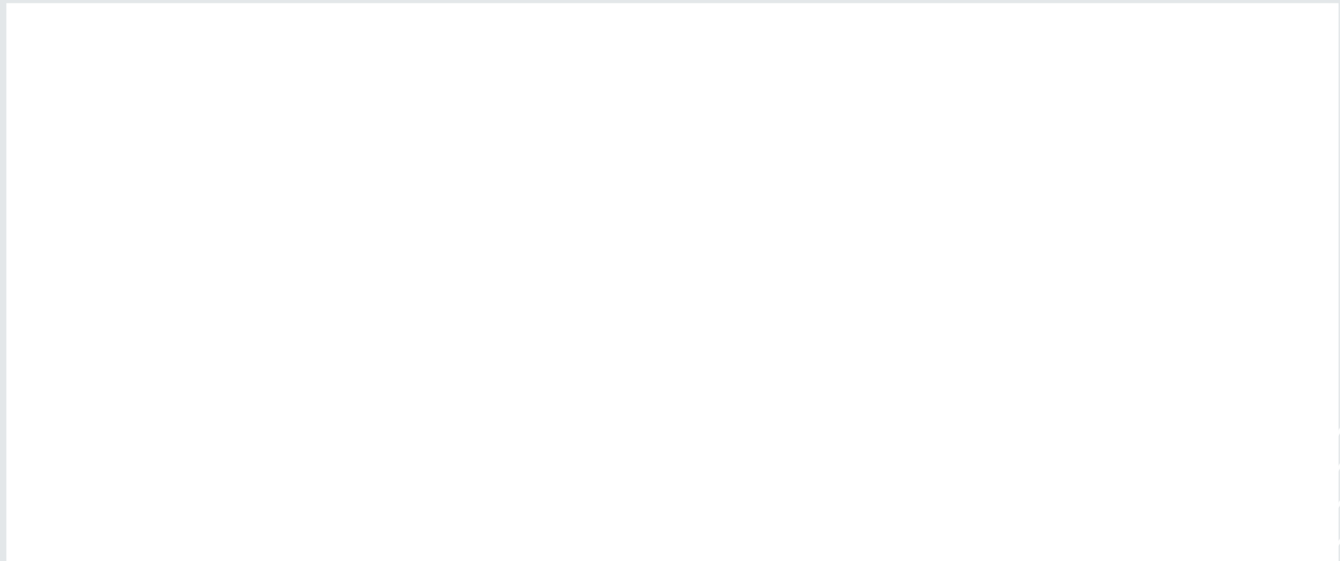
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# THE GROUNDWORK

## Understanding Your Client's PROBLEM (and their IDEAL SOLUTION.):

**Q: How does your product or service solve the clients problem or provide a solution?**

Ex. Our services bring more traffic to the website, increase searchability online, and create a stronger, positive online presence by using our proven ad and SEO strategies.



# Understanding the 8 Ingredients of Offers that Convert

## Offer Pro Tip #1: SCARCITY (aka Playing “Hard to Get.”)

Let’s face it: humans like a bit of a challenge. And when they learn that your offer won’t be available forever, some of the appeal is lost. “I will purchase later,” is a common thought that may run through your potential client’s mind. “I have plenty of time.”

That’s where **a little trick called scarcity** comes in.

Scarcity within your offers acts as proof that your service is in high-demand, and isn’t going to wait around for you to make that purchase. In fact, if they want what you are selling, they need to act now. From promotions with a limited time frame, to a limited number of spots available, **playing hard to get really ups the ante**. Don’t know where to start? Keep reading! You’re doing great!



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## **How to use SCARCITY (aka Playing "Hard to Get.")**

Try incorporating these phrases into your wording to promote SCARCITY:

- Limited Edition
- Only X Number Available
- Act Now
- Before Time Runs Out
- This offer ends in X days, on X date
- Exclusivity

**Q: What makes your offering scarce? here are some ideas:**

1. Limited timeframe
2. Limited availability
3. Risk of price increase



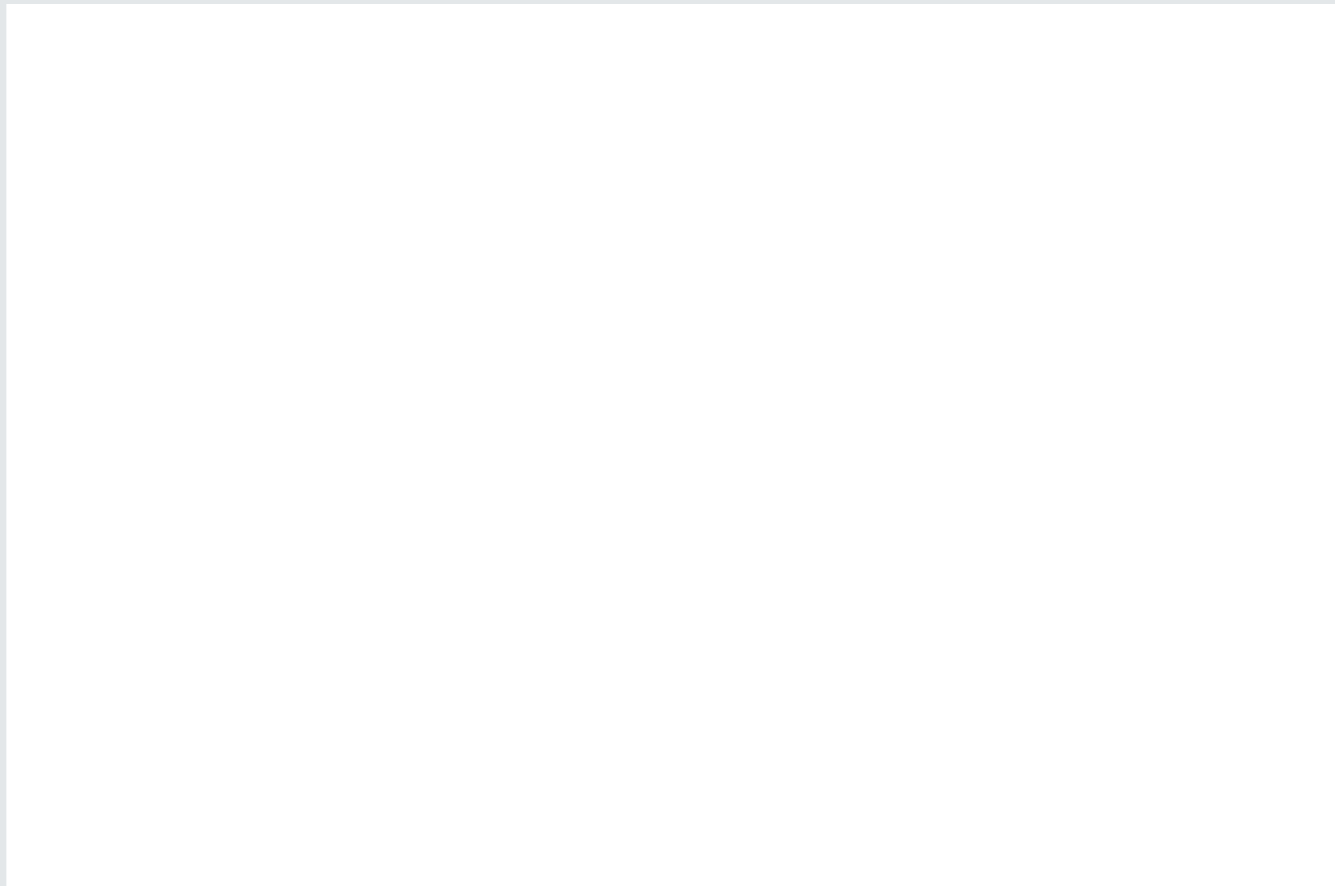
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## **How to use SCARCITY**

**Explain how you will use scarcity in your offer:**

Ex. We only have two spaces left for our upcoming marketing seminar. If you are interested in participating, act now!





## **Offer Pro Tip #2: URGENCY (aka FOMO)**

We have all been there before: that sinking feeling in our chest when we think those around us are up to something amazing, impactful and inspiring while we are at home scrolling social media. **FOMO, or Fear Of Missing Out**, is a real thing, especially in the age of social media when everyone is comparing their experiences to those of their friends and acquaintances.

Because of this, FOMO is also your new best friend when it comes to crafting your offer or promotion.

You may be thinking, FOMO seems closely linked to scarcity. But while they are similar there is one distinct difference: FOMO lets an individual know that in acting quickly, they are receiving a **benefit that they wouldn't want to miss out on.**



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## How to use **URGENCY**

Try incorporating these phrases into your wording to promote FOMO:

- Early bird offers include...
- Flash sales
- Exclusive access

**Q: What will your customer be missing out on by not taking action?**

*Ex. Those who do not take advantage of this upgrade will miss out on exclusive content, straight from our founder.*



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## **Offer Pro Tip #3: TRUST (aka "this seems legit.")**

The internet is FULL of offers every day, whether you are scrolling Instagram or reading the New York Times, you are sure to encounter some sort of advert or promotion that catches your attention. And for anyone seasoned in internet scrolling, you will know: not every offer is what it seems. That's why you must **prove to your potential clients that what you say and the information you are providing is legitimate**, worthwhile, and above all, honest.

When individuals encounter your offer, they are most likely going to do some cyber sleuthing to see if what you claim is true. So ensure your **social proof** is up to date so you can prove to these investigators that you say is legit. When others see the impact you have made on customers just like them, they are more likely to pull the trigger on your incredible, irresistible offer.



## **How to use TRUST**

If you're an established brand, another way to build social proof is to show the number of clients you have served or by featuring press releases about your brand in the media.

Examples of social proof may include:

- Testimonials
- Social media posts from clients (User Generated Content)
- Case studies about how you have helped others in the past

### **Q: What will you use for social proof?**

1. Number of products sold
2. Testimonials
3. Press Release
4. Publications
5. Key Performance Indicators
6. Case Studies
7. Awards



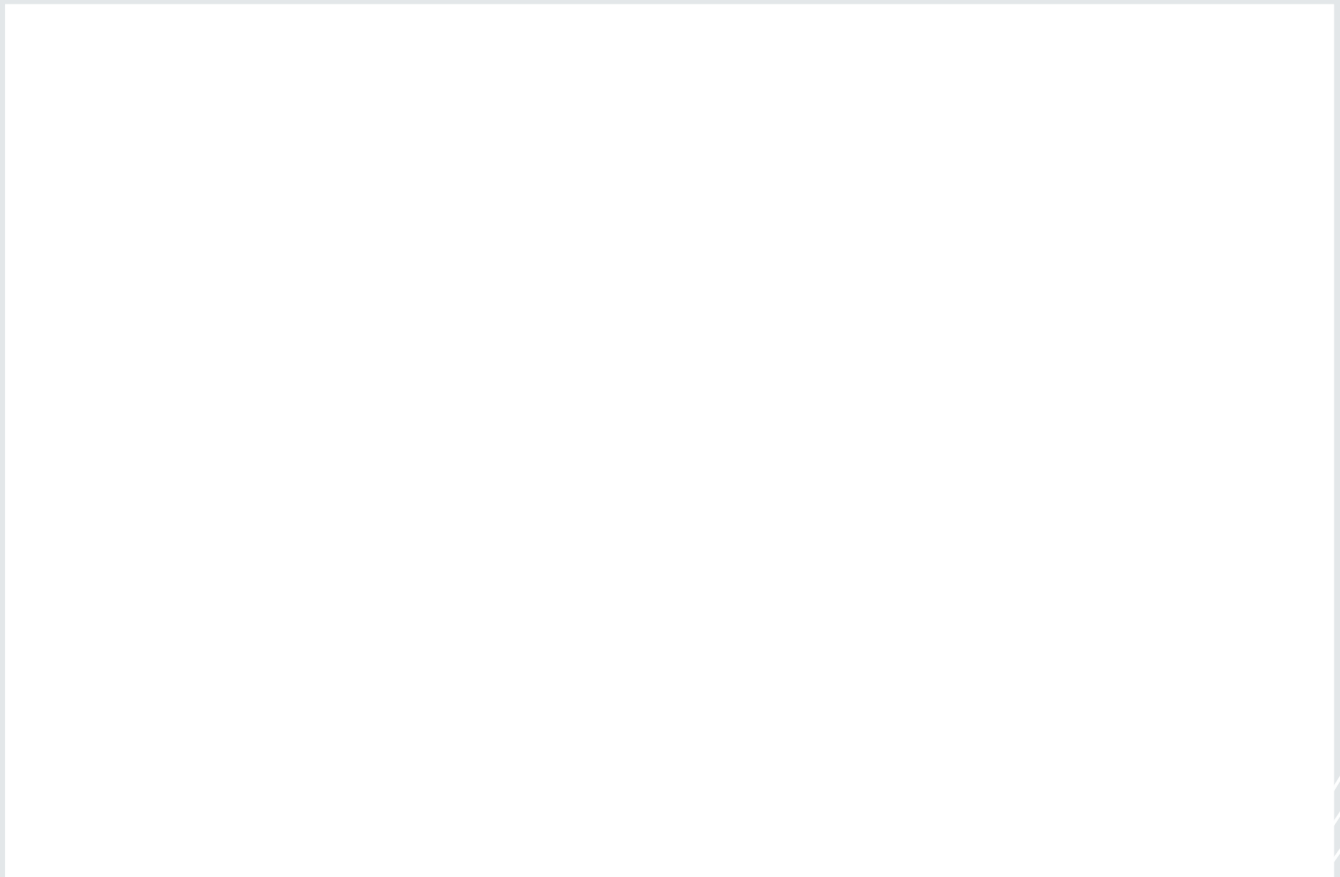
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## **How to use TRUST**

**Explain what you will use for social proof and how.**

*Ex. The homepage of our website clicks through a carousel of testimonials from happy clients!*





## **Offer Pro Tip #4: REDUCE FRICTION (aka "make it a no-brainer.")**

We have all been there before: signed up for what seems like a great deal, but after jumping through a million hoops, decided to give it up because it was too complicated. Keep your offer simple and your Call To Action CLEAR, so your next potential client isn't left wondering "Uh, did I do this right?"

### **Making it easy to say "I'm in!"**

Your offer is critical to increasing conversion. Ensuring the language is clear and concise ( no long-winded explanations), and only necessary information is provided. It can also be helpful to address objections head on within your offer, to keep your lead engaged.

Additional tools to help you REDUCE FRICTION may include:

- Have one straightforward call to action
- Provide customer support if leads have any questions
- Offer payment plans
- Ensuring online forms and technology is simple and easy to use



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## **How to REDUCE FRICTION**

Think about any objections do you foresee. (Remember, we are thinking like our target audience! )

### **Q: What barriers will your offerings face?**

- Confusion
- Cost
- Ease of Use
- Risk of investment

### **Explain how you will reduce those barriers:**

*Ex. Use a graphic showing 3 simple steps.*

## **Offer Pro Tip #5: PERCEIVED VALUE (aka "So worth it.")**

Your potential client has a lot of options out there when it comes to products and services. They are most likely going to go with the option that gives them **the most bang for their buck**. When crafting your offer, make sure that when your client reads through, they can't help but think, "Wow! That's a heck of a deal!"

While most everyone is familiar with bonuses, it doesn't hurt to do a little review. Bonuses are an extra "gift" that may come with your main offer. If you are offering marketing services, perhaps an added "Bonus" is five custom-made social media templates, just as a thank you for being a customer.

**Offer stacking (also called value stacking)** includes offering multiple services or products within one package. This allows the offeror to increase the price, while simultaneously showing the lead that they are getting a lot of value for one simple price.



## How to use **PERCEIVED VALUE**

Tips for increasing **PERCEIVED VALUE** may include:

- Offering one on one support with the purchase
- Providing access to exclusive content or a private Facebook Group
- A free consulting session (BONUS!)
- Access to a webinar or video series
- Exclusive deals, coupons, or discounts

Still, feeling a little foggy? See the detailed example below:

### **Q: What is your package deal, bundle, or value stack?**

*Ex. Our PREMIUM Marketing package doesn't only provide you with a custom website design. Within this package you will receive:*

- *Access to personalized web design (\$2,000 VALUE)*
- *Professional copywriting services (\$500 VALUE)*
- *30 Days of website support (\$500 VALUE)*
- *30 Days of SEO monitoring (\$300 VALUE)*
- *BONUS: 5 FREE Social Media Templates (\$250 VALUE)*
- *TOTAL = \$3,550 VALUE for ONLY \$2000!*

**Fill out your answer on the next page.**



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## How to use **PERCEIVED VALUE**

List what will be in your Value Stack, or Service Package.  
Then add up the Value column to reveal the total value the client will receive for the package price.

DESCRIPTION	VALUE
OFFER PRICE	TOTAL VALUE

## **Offer Pro Tip #6: GUARANTEE (aka "Pinky Promise.")**

For some of those crafting offers, the thought of a guarantee can be scary or intimidating. However, **crafting the RIGHT guarantee can be a game changer** and lead to powerful offers that convert.

Guarantees are also known as “risk reversals” and that is exactly why they are so powerful: they reduce any risk exposure that may make the client hesitant to pull the trigger on your offer. Adding a guarantee builds confidence, and increases conversions.

Of course, only make the guarantee that you feel confident in! Keep in mind that “out-of-this-world rates of return” or “exceedingly high growth” shouldn’t be the guarantee you are going for.



## **How to use RISK REVERSAL**

Consider some risk reversals that look like this:

- “Money back guarantee” shows the client you are so confident in the service, that there is no way they will want their money back
- “Pay only if you like” provides security if the client is nervous to try the product or service
- Trial periods allow individuals to test out a product, and return if a client is not satisfied (an excellent “Guarantee” option for those with service-based businesses!)

**Q: What will use as risk reversals in your offer?**



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## **Offer Pro Tip #7: COMPETITIVE ADVANTAGE** **(aka "I'm special, here's why.")**

Have you ever heard the phrase “good artists create, great artists, steal”?

There is some truth to that! At the end of the day, nothing out there is truly unique, one of a kind, or never before seen. Just about all of the products and services out there today are some version of something that has come before. So what does that mean for you, your business, and your exclusive can't-be-beat offer? **You need to show why you stand out.**

Most likely, you took some time at the creation of your business to discover what made you unique, and what allowed your business to stand out in the crowd. Now is the time to put that competitive advantage to use, and unique bragging points into action.



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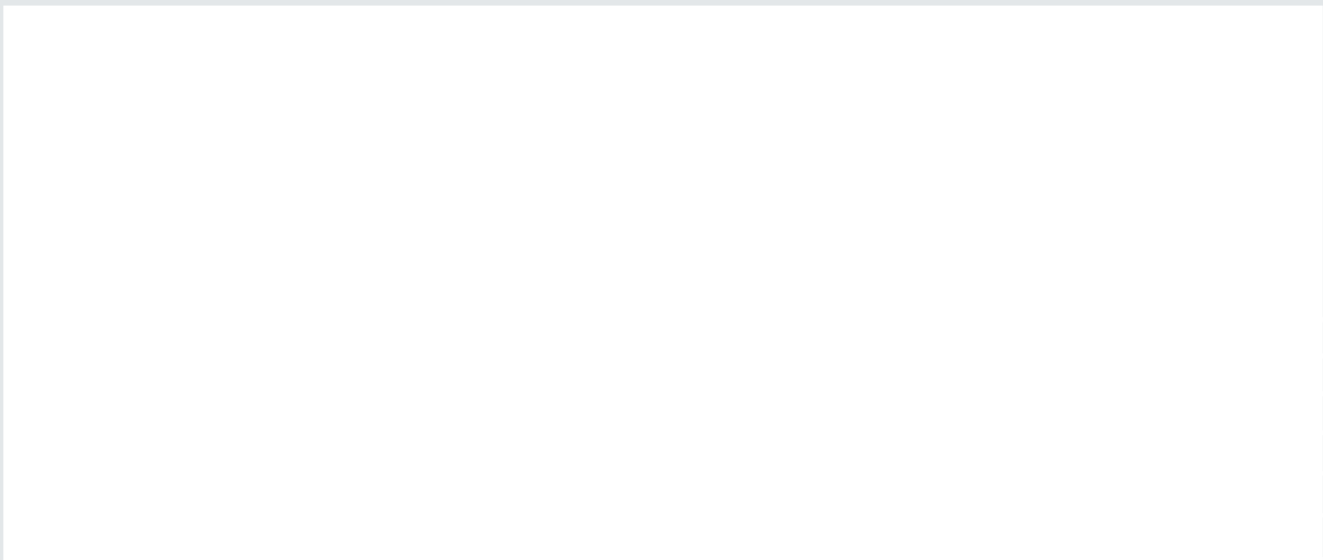
## **How to use COMPETITIVE ADVANTAGE**

Ways to incorporate your COMPETITIVE ADVANTAGE into your brand:

- Highlight the cause or charity you partner with or work alongside (everyone loves a company that gives back!)
- Note your niche (this is your time to shout out to the unique people you serve.)
- Position yourself as an expert (what do you have experience in that no one else knows quite like you?)

### **Q: What makes your offer unique?**

*Ex. Our focus on women-owned small businesses makes us a unique partner that understands your needs!*





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## **Offer Pro Tip #8: PRICING (aka "Making Moola.")**

The price is something that is so often overlooked when crafting the perfect offer. After all, if the wording is right, the product should sell itself, regardless of the dollar signs, right? Wrong. **Making sure the price tag hits that sweet spot is critical for making your offer a success.**

Let's get one thing straight: lower doesn't mean better. In fact, it may mean that you attract clients who are only willing to invest the bare minimum in products or services, and that isn't the client that you want. Additionally, sky-high prices can limit your audience. Your goal is to **find the middle ground** between catering to your target audience and letting your leads know that your products and services are worth the price.



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## **How to use PRICING**

Questions to ask to understand your “pricing sweet spot:”

- Know your target audience - what are they willing to pay?
- Test out different prices to help you find the ideal price point
- Take a look at your messaging. Do you cater to big paycheck clients or those on a budget?
- What are your competitors charging for similar services?

### **Q: What will you charge for your offer? Will you offer payment plans or financing options?**

*Ex. Our target audiences are small business owners who are money conscious, but willing and able to invest in themselves and their companies.*



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# Tying it all Together: Your Offer in One Beautiful Package!

By now you are intimately familiar with the offer creation process. Hopefully, you have taken time to put yourself in your potential client's shoes and develop an offer that caters to their specific needs, struggles, and goals. At the end of the day, they are the decision-makers, so **ensuring your offer caters directly to them is key.**

Come back to this worksheet any time you are looking to refresh an old offer or create something new. As with any good business, the ability to think critically, be flexible, and **have a little fun** is a crucial part of creating **offers that CONVERT.**





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# How to Launch Your Offer

Now that you have your offer ready for publication, what do you do with it? Here are a few ideas:

1. Send it out in an email campaign with an invitation to book a call with you to learn more
2. Create a sales page on your website for this particular offer. For help with sales pages, click here.
3. Create an advertisement on Google that leads to a sales page and compelling CTA (Call To Action)
4. Create a sales funnel starting from a social media channel, leading to your sales page/landing page.
5. Create a blog about the pain point you are addressing with a link to the sales page.

Need help with your worksheet? Or help with your sales funnel? Schedule a free strategy call with me!

Go to: [www.dynamicdesignsnw.com/book-online](http://www.dynamicdesignsnw.com/book-online)

— *Stacie Benefield,*  
Founder & Business Helper