



## Make Me and Offer I Can't Refuse

### 60 Offers to Motivate Participation, Registration and Trail

#### Before we begin..

- √ Jodi Speak
- √ Complete "neon" forms to receive:
  - Expanded handouts including definitions
  - Compilation of Small Group Work
  - FREE WEBINAR INVITATION

#### MARKETING = MOTIVATION

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#### MOTIVATION MEMORY

#### Multiply Your Advertising Effectiveness

- A better **offer** can double your response.
- A better **headline** can double your response.
- A better **graphic, better position, better media, better timing, better copy** - all can double your response.
- Get them all right, and you **get 10 times the response** that a bad ad gets. And this is just the beginning.

#### Offers Can Eliminate Objections

*What are typical objections to "buying" camp?*

# The Steps to the Buy

The Steps Defined: The process all consumers MUST go through before making a “buying” decision.

- Can take seconds or decades
- Can be conscious or unconscious
- Determine where your prospect is on the steps and create a message that leads them to the next step(s).
- Some prospects don't even know they have the problem or that the problem exists. (i.e. Heart disease, kids in trouble, neighborhood crime, etc.)
- Other prospects just need to right push, motivation, incentive or offer to take immediate action.

<b>FINAL STEP</b>	<b>Then I will</b> <ul style="list-style-type: none"> <li>• <b>BUY</b></li> <li>• <b>PARTICIPATE</b></li> </ul>
<b>STEP SIX</b>	Then I must be willing and able to act now
<b>STEP FIVE</b>	Then I must be willing and able to pay the cost Cost = <ul style="list-style-type: none"> <li>• Time</li> <li>• Logistics</li> <li>• Money</li> <li>• Convenience</li> <li>• Transportation</li> <li>• Peer pressure</li> </ul>
<b>STEP FOUR</b>	Then I need to understand and believe that the product will <ul style="list-style-type: none"> <li>• Fill my need or desire</li> <li>• Solve my problem</li> </ul>
<b>STEP THREE</b>	Then I must be aware of the product that will fill my need (Hopefully for you, I'm aware of your product.)
<b>STEP TWO</b>	Then I must want to <ul style="list-style-type: none"> <li>• fill the need</li> <li>• solve the problem</li> </ul>
<b>STEP ONE</b>	First I need to know I have a <ul style="list-style-type: none"> <li>• need</li> <li>• desire</li> <li>• problem</li> </ul>

**Does “buying” your product typically require customers to take multiple steps?**

## Offers to Increase Response

	Definitions	Example
Free Trial		
Money-Back Guarantee		
Free Gift		
Limited-Time		
Yes/No		
Negative Option		
Credit Card Installment Payments		
Sweepstakes		

## Offers to reduce price

	Definition	Example
Dollars Off		
Refunds and Rebates		
Trade-in		
Price Matching		
Sales		
Introductory Price		
Relationship Discount		
Group Discount		
Quantity Discount		
Step-Up Discount		
Early-Bird Discount		

## Offers to improve terms

	Definition	Example
Bill Me Later		
Installments		
Positive Option		
Reservation Option		

## Added Value Services

	Definition	Example
Gift Shipment Service		
Gif Rush Shipping Service		
Reservation Option		
Free Shipping		

## Offering Bribes and Incentives

	Definition	Example
Offering Bribes		
Free Keeper Gift		
Free Gift with Payment		
Choice of Free Gifts		
Stepped Free Gifts		
Two-Step Gift		
Cumulative Incentives		

## Offers to lower risk

	Definition	Example
<b>Double-Your-Money-Back Guarantee</b>		
<b>Long-Term Guarantee</b>		
<b>Guaranteed Buy-Back</b>		
<b>Guaranteed Acceptance</b>		
<b>Limited-Time Introduction</b>		

## Offers to increase urgency

	Definition	Example
<b>Last Chance</b>		
<b>Limited Edition</b>		
<b>Enrollment Period</b>		
<b>Pre-Publication Offer</b>		
<b>Price Increase Announcement</b>		
<b>Charter Membership</b>		
<b>Improving Terms</b>		
<b>Bill Me Later</b>		
<b>Installments</b>		

## Offers that Increase Profits

	Definition	Example
Deluxe Version		
Good-Better-Best		
Load Ups		
Membership Fee		
Ship Till Forbid		

## Generating Inquiries

	Definition	Example
Free Information		
Free Samples		
Free Gift for Inquiry		
Sales Call		
Free Survey of Your Needs		
Free Demonstration		
Member-Get-a-Member		
Free Estimate		
Free Subscription		

**Thank you for attending! Please remember to complete your contact forms.**

**I love referrals** – Do you know of a camp or organization that is looking for a **high-energy conference or workshop speaker**? Better yet, talk to me about how I can work with you and your staff -- one-on-one -- to dramatically improve your marketing results. From on-site analysis and marketing planning to an Extreme Marketing Makeover – I offer **very affordable** solutions to cure the economic blues. But, don't wait! My calendar gets busy this time of year!