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## COMMUNICATE WITH CONFIDENCE + AMPLIFY YOUR VOICE

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Communicating with confidence and amplifying your voices starts with having a compelling offer. Whether you realize it or not, the sales process is NOT just about what you say, it's also about the unspoken conversation you have with yourself.

You see, while you're attempting to get folks to believe in you, fear, skepticism and insecurities are playing hop-scotch in your head:

*Do I have something in my nose?*

*Am I blinking too much?*

*Did I really just write that?*

*What if they think I'm crazy?*

*Can I even really do this?*

*Man, I shouldn't have said that. I sound stupid.*

So, if I gave you three seconds to sell yourself, would you rise to the challenge or fumble the ball?

If I asked you right now, "What makes you think your products/services will work for me?" ... would you have a compelling response?

Maybe not now. But you will before you leave C.A.S.H. Camp.

## FORMULATING THE OFFER

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***“You gotta sell the benefits and support with the features. Because if you ONLY market the ‘sizzle,’ folks are going to feel duped when they don’t get the steak.” – Apryl Beverly***

As mentioned last week, an offer is an invitation to engage in an economical relationship. The entrepreneur makes a promise and the buyer invests to get to the “Promised Land.”

Now, notice I called it an “invitation.” You see, whether you’re selling a product or an idea, you’ve got to explicitly present it for acceptance from the reader. You’ll never land the sale if you don’t make the offer – remember that.

Two key elements of the offer are the features and benefits. You’ll always want to position your offer so you’re selling the benefits and supporting them with features.

Why? Because buying decisions are not as logical as we’d love to think. Most decisions are based on emotion and justified through logic. So, to close the sale, you gotta help the right side of the buyer’s brain create desire and then satisfy the left side of the brain with facts and data that convince the buyer they’re not making a silly move.

Now, selling the benefits and supporting them with features is important, but you also need to know how to create a compelling offer. But first, let’s look at some basic offerings.

Real talk ... all business can be broken down into one core thing. And, that’s the offer.

*What does a barber offer? You give me money. I cut your hair.*

*What does a jeweler offer? You give me money. I’ll give you jewels.*

*What does a banker offer? You let me borrow your money. I’ll give you interest.*

*What does a business coach offer? You give me money. I’ll give you a blueprint on how to build or grow your business.*

Now that you have a basic understanding of an offer, let’s dig into the art of creating an irresistible offer.

## WHAT IS AN IRRESISTIBLE OFFER?

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An irresistible offer shines in the midst of BS. It creates an urgent, “gotta-have-it-now” rush to smack the buy button. Please know this:

A compelling offer must sit at the heart of your business. Before you dive into any marketing activities, you gotta have a strong handle on your offer.

Why? Because when you make an irresistible offer, you move from sleazy salesperson to trusted bestie offering something of VALUE.

Now, before we can leap into the core elements of an irresistible offer, I want to tell you what an offer is NOT:

1. It's not a special offer or flash sale
2. It's not a statement of a bundle of facts
3. It's not a benefit (well, at least not by itself)
4. It's not your unique selling proposition (USP)

Clear on what it's NOT?

Alright, let's get to what it IS:

1. A high return on the investment
2. A smack-the-buy-button message
3. Believability

### **A HIGH RETURN ON INVESTMENT (ROI)**

This simply means your audience must perceive the value of the product/service to be greater than the investment. Notice I said “perceived” value. It's different for all buyers. Your job is to make sure it's compelling enough for your target audience to determine the perceived value on their own.

Real talk ... when the perceived ROI is high, you don't have to resort to trickery to get folks to buy.

Pssst ... ROI does not necessarily increase simply because you offer bargain-basement prices. Theoretically, the value will seem higher at a lower price, but if you're cutting into your profits all the time just to increase the perceived value of your offering, then, at some point, your profit margins will suffer.

You can add value and enhance customer/client appreciation without it resulting in a lower price.

## **A SMACK-THE-BUY-BUTTON MESSAGE**

This short statement tells the buyer:

1. What you're selling
2. How much it costs
3. What's in it for them
4. Why they should trust you

No matter what, your smack-the-buy-button message needs to let folks know you have a great offer they'd be crazy to pass up.

Now, simply sharing this info ain't enough. If it were, everybody would be RICH. There's a specific way you gotta share these details to encourage readers to buy:

### **Clarity**

Your audience shouldn't have to guess or figure out what you're saying. Heck, most won't even take the time to do so, they'll simply keep moving elsewhere. Important: Deliver a crisp message that doesn't leave your reader confused.

### **Simplicity**

Life is complex. Give your audience some relief by presenting a simple smack-the-buy-button message they can easily understand.

### **Brevity**

Keep it short silly. Brevity is key because "ain't nobody got time." ☺ Respect that and keep your message short and sweet.

### **Urgency**

The message that gets to the point quickly is the one that counts. You're simply laying out the facts and letting the reader see the value for themselves. Armed with this information, they have enough insight to say whether they want it or not.

Your job is to put them in a position to make a decision in a specific window of time depending upon your sales cycle.

## **BELIEVABILITY**

Now, the bigger and bolder you make the offer, the more difficult it is to prove and the harder you'll have to work to sell your credibility.

So how is believability communicated? How do you prove you can be trusted?

Here are a few ways:

### **Proof**

Training/research, testimonials and functionality can all be used to prove your offer can be trusted.

### **High-Profile Customers**

Why do people spend time trying to get celebrities and influencers to pose with their books? Or wear their cosmetics and clothing on the red carpet?

Because if you can get people who have achieved a reputation for success to endorse you, that makes a pretty compelling case to future clients/customers to buy what you are selling as well.

### **Street Cred**

You can up your game fairly quickly by distinguishing yourself as someone with formal training/education, awards, certifications or affiliations that speak to your expertise and knowledge.

### **Logic**

While buying is an emotional decision, logic comes into play when the prospect wants to validate the decision to open his/her wallet.

Remember, people are always looking for the “marketing spin” and “too-good-to-be-true” offer, so anytime you can hook the buyer with a logical reason to choose you, then you'll move closer to making the sale.

Next week, we'll dig into putting all these elements together. But for this week, let's focus on outlining your specific offer.

## OFFER MAP

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The purpose of this map is to turn your genius into a sellable service/product. In the map, you will choose a format, confirm your promise, identify who the product/service is (and is NOT) for, and pinpoint a timeframe for the product/service.

***NOTE: If you're offering a tangible product, be sure to answer the timing questions based on your delivery/production time. No one wants to order a product and not know when it's coming, so you'll need to specify this.***

Now, if you plan to refine/complete your offer during C.A.S.H. Camp, do NOT skip this week's tasks.



## C.A.S.H. TASK #3 - OFFER MAP

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It's Offer Map time! Once you complete it, my team will receive a copy so no need to email to us. You'll also receive a copy too.

Complete your Offer Map here:

<https://aprylbeverly.typeform.com/to/i9DtH8>

## CAMP WEEK #2 WRAP UP

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And CAMP WEEK #2 is in the history books! Be sure to claim your spot at the [C.A.S.H. Campfire](#) so you can ask questions and get feedback on tasks.

Remember, my team and I will not answer questions via email, Facebook messenger, rolled up pieces of paper in a bottle ... none of that. You must post your questions at the [Campfire](#).

### **C.A.S.H. TASKS**

To qualify for the weekly assignment feedback, you must complete your assignments by 12 p.m. EDT each Thursday. While you are welcome to work at your own pace, we will not be able to review any “catch-up assignments.”

General questions are welcome throughout camp. Be sure to hashtag your questions with #Question on the appropriate weekly thread so my team can easily find them.

**Next week, we continue working on your offers.**