



VIDEO TRANSCRIPT:

How to Craft an Irresistibly Attractive Offer



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How to Craft an Irresistibly Attractive Offer

There is a simple, step-by-step process that you can follow to craft an irresistibly attractive offer.

I call it the Offer Craft Framework, and in this video, I'll show you how you can apply the entire process in your business.

Hi there. I'm Danny Iny, the founder and CEO of Mirasee, which used to be called Firepole Marketing, and this is the third video in a special series that I'm producing for our community.

In the first video, I showed you the difference between persuasion marketing and attraction marketing, and how if you create a great alignment between your offer and your audience, you don't need to worry so much about the persuasion tactics that can make ethical marketers feel so uncomfortable.

And in the second video, I shared the three keys to creating that powerful attraction marketing, which are (1) the best customer for your offer, (2) the most valuable way for them to use your offer, and (3) the most compelling reason for them to buy your offer. The challenge is that these three keys all depend on each other; each possible customer comes with lots of different usages and reasons to buy, and each possible usage opens up new

customers and motivations – so if you were to try to list out all the possible combinations, you'd very likely end up chasing your tail for months before arriving at something that will work in your business.

That's why you need a process for arriving at them quickly and effectively, that will also equip you to present your offer, and even apply a few ethical persuasion strategies that you might want to throw into the mix. That process is the Offer Craft Framework, that I'll share with you in this video.

Now, you're going to learn a ton in this video, building on what we covered in the previous two videos – so if you haven't watched them yet, you should stop this video and go watch them first, by following the links that are somewhere on this page. This is important, because each video in this series builds on the previous one, to empower you to grow your business by better serving your audience and customers.

And yeah, you probably already figured out by now that we're launching something with this series, but it's not the kind of "launch" that you probably think, and you're going to be really excited with what we've got coming.

I'll tell you more about that later in this video, but right now, I want to tell you about the Offer Craft Framework, starting

with where it came from, in the first place.

You see, unless someone can teach you how to do it, crafting an irresistible offer is something that is really hard to get good at. Not because it's so complicated, but just because the way we get good at anything is by practicing, and most people don't have a lot of opportunities to practice.

The way it works for most entrepreneurs is that you create your offer, and if it does well, that's great, and if it doesn't, you're kinda screwed, and maybe you persevere and develop a second offer, or maybe even a third, until you get it right... but that still isn't that much practice!

So for most people, creating offers is very hit or miss, and that was the case for me, too. We've released three very successful products since 2012; Write Like Freddy, the Audience Business Masterclass, and the Course Builder's Laboratory.

But we've also released some products that didn't do very well at all, like the first marketing course that I built back in 2011, and our Campaign Mastery blueprints in 2013. The content on those two products was absolutely great, but the offer wasn't setup the right way, so they never did very well. And the truth is that three

out of five is a pretty good hit rate, but it was still kind of hit or miss, especially for those first few years.

But then two things changed. The first is that I just gained more experience; with every successful offer that you make, you see the patterns of what's similar, and you also draw conclusions from what's different, and the more successful offers we launched, the more we learned about what it takes to craft a successful offer in the first place.

That was the foundation for the Offer Craft Framework, but there was still a long way to go before I understood this process as well as I do now – well enough to teach it to you.

And that's because of the second piece of the puzzle, which is you, our community of students and online entrepreneurs. Working with our students in our courses, I literally got to look into and advise thousands of businesses on the formulation of their offers. And that's when it crystallized for me, and stopped being just me giving the best advice I could in the moment, and turned into a framework of steps that I was following with each client that I worked with.

I got to prove out this process working with my private clients, like Josh Turner from LinkedSelling, Gini Dietrich from Spin Sucks, Steve Kamb from Nerd Fitness, John Jantsch from Duct

Tape Marketing, and many others, and now, in this video, I want to share it with you.

There are five steps to the framework: (1) The Transformation, (2) The Motivation, (3) The Mechanism, (4) The Proof, and (5) The Campaign.

And unfortunately, the first letters of these steps are TMMPC, which don't spell anything, so there's no acronym that I could think of to remember them all with a single word. Sorry about that – I guess you'll just have to write them down. So one more time, they're (1) The Transformation, (2) The Motivation, (3) The Mechanism, (4) The Proof, and (5) The Campaign. Let's go through each of them, so I can explain what they're all about.

The first step in the framework is the Transformation. This is the core of what your offer will do for people who buy and make use of it, and it goes way beyond the features and benefits that most marketers talk about.

It's about understanding on a deep level what the most important difference is between the before picture, before they're introduced to your offer, and the after picture, of what their life will be like once you've delivered on the promises that you're making.

Now, I want to share an example, so I'm going to go a little bit meta, and use the stages of the Offer Craft Framework to "sell" you on why you need to understand the Offer Craft Framework... which I sort of am trying to sell you on, but not really, as you'll see in a moment.

So what's the Transformation that I'm promising you in these videos? Well, very simply, you'll go from feeling frustrated that people aren't buying what you're selling, and uncomfortable with the steps you have to take to even make the offer, to being able to ethically and effortlessly sell more of anything that you set your mind to, from a place of complete service and dedication to the wellbeing of your audience.

Getting really clear on the Transformation that you'll create for your customers is critical, but it's only the beginning, because once you've gotten clear on the transformation, you move on to the second step in the Offer Craft Framework, which is the Motivation. That's about understanding the deep psychosocial drivers that explain why that transformation really matters to them in the first place. Without that, no matter how compelling the Transformation might be, it doesn't matter, because you'll be leaving it up to them to connect the dots between that Transformation, and the things that matter most to them.

Your Motivation for experiencing the Transformation that I'm teaching you to create in these videos is that the product or service that you're offering is part of your higher purpose, and through it you're working to make the world better for your customers, and also for yourself and your family.

That's what drives us as entrepreneurs – it's not about making lots of money, though of course that inevitably happens when you use the Offer Craft Framework to implement a powerful attraction marketing strategy. It comes down to creating a sustainable way of making the impact that you care about making... which is what business is really about.

So we've got the first step, which is the Transformation, and the second step, which is the Motivation. Just having those two figured out will put you miles ahead of most entrepreneurs, but it's not enough, and if you stop here, it might even backfire – because on the one hand, you'll understand how your offer aligns with what your customers want, so well that you can literally spell out how it will change their lives in the ways that matter most to them... which means that it just might sound too good to be true.

That's where the third step in the framework comes into the picture: that step is the Mechanism. This is about finding the

hook that will give your audience the confidence that what you're offering is feasible, because they can logically understand how you will deliver that outcome.

Imagine if I just told you that by aligning what you've got with what people want, you'll be able to sell more, and that was the end of the story. You might think to yourself that sure, that makes sense, but that isn't a new idea! Why would you believe that I can actually deliver on that promised outcome? The answer is the Offer Craft Framework – that's the Mechanism that you were lacking when you tried to figure this out in the past.

All right, so far we've covered three steps in the framework, and they're powerful steps: if you can legitimately promise the greatest transformation in the world, align it with the core human drivers of your audience, and show a mechanism that makes sense to them, so that they can connect the dots and understand how it will work – well, then you've got a pretty compelling case for why someone should take the leap and buy.

But there's a missing ingredient, and the bigger the commitment on the part of the customer, the more of it they're going to want. That ingredient is the fourth step in the framework: it's the Proof. These are the demonstrations, case studies, testimonials, quantitative results... anything and everything that you can share

with them to unequivocally prove that what you're offering them will work. And there are a lot of ways to do this.

If you consider this video, and the last two that I've shared with you, there have been a lot of different proof elements; I showed you logically how you can multiply your sales results through attraction marketing, and I explained the building blocks that go into it. I also shared examples and case studies of companies that did exactly that: we talked about Swivl, the tablet stand company, Napisan, the Australian detergent company, and Brita, the water filter company, and how they all applied the elements of this process to turn their businesses around.

And then I shared with you my own experience using this process to multiply our results between the two launches of our Course Builder's Laboratory last year. And for good measure, I also mentioned some of my high profile private clients who hire me to help them with this exact process. These are all different kinds of proof that what I'm describing to you actually works.

Okay, let's pause for a moment. We've covered four of the five steps of the Offer Craft Framework: (1) The Transformation, (2) The Motivation, (3) The Mechanism, and (4) The Proof.

Now, have you noticed what's missing? Think about it – it's super obvious, and yet we've built such a compelling case that you could almost forget that you need it. It's the fifth and final step in the Offer Craft Framework, which is the actual presentation of the offer.

There's a reason why we're four fifths of the way through the framework, without ever talking about the offer, or how to present it. Abraham Lincoln famously said that if he had six hours to chop down a tree, he'd spend the first four sharpening the axe, and Albert Einstein similarly said that if he had an hour to solve a problem and his life depended on it, he'd spend 55 minutes thinking about the problem and five minutes thinking about the solution.

That's what this process is all about – as long as you don't short-change the first four steps, the last one, which is where you actually map out the campaign that presents the offer to your audience, is easy.

There are two distinct steps to doing that effectively: first, you help people see the need for something LIKE your offer, and second, you present the actual offer.

I did the first part over the course of these three videos, showing you why you need to understand the Offer Craft Framework. But

there's also a lot that I haven't had a chance to cover yet; for each step in the framework, there's an enormous amount of nuance and detail that you need to understand in order to apply it properly.

Which brings me to my offer: I'd like to teach you those details, and I'd like to do it for free. That's right, for free. And there's no catch.

Here's why: my mission is to empower entrepreneurs to make the world a better place, through the business education that I offer – and it has become very clear to me that this process, that I've come to call the Offer Craft Framework, is critical to your success.

Now, eventually, I'm going to turn this into a training program called the Art of Offer Craft, but before I do that, I want to do a dry run of teaching this content, and I want everyone who's interested to have a chance to go much deeper, for free. So here's the plan: next week, I'm going to deliver a five lesson bootcamp; one lesson per day, with each lesson being about one step in the Offer Craft Framework.

Registration in this Offer Craft Bootcamp is completely free, but only register if you intend to participate, because it's only going to be available for this coming week; each day I'll deliver the

lesson at 12pm Pacific, which is 3pm Eastern, and each lesson will include content training, and questions and answers. And as soon as the lesson is done, we'll post the recording, which will be up until I deliver the next lesson, the next day.

So as long as you can find an hour a day for the next week, I'll teach you how to apply the entire framework – (1) The Transformation, (2) The Motivation, (3) The Mechanism, (4) The Proof, and (5) The Campaign – and I'll do it all for free. See, I told you this isn't the kind of product launch you were probably expecting!

Now, there are only three things that I want to say before I invite you to register, using the button below this video.

The first is that, since I want to make this as valuable as possible for the people who are attending, part of the registration will include some basic questions about your business and your offer, so that I can know a little more about you, and tailor the training to your specific needs. And because of that, I want to ask that you please only register if you're legitimately planning on either attending live, or watching the recordings within 24 hours of them being posted.

That's the first thing. The second thing is that I want to be completely up-front and transparent by telling you now that that

yes, as part of the Offer Craft Bootcamp, I am going to share a way for you to go even deeper in learning how to apply my Offer Craft process to your business, with a lot of direct one-to-one guidance and support – and of course, you will have to make an investment in our work together in order to take that step. But there's no requirement or expectation that you take that next step when you participate in this training, and you're going to learn a ton over the course of the next week, regardless of whether you continue to work with us after that, or not.

And third, since I am intending to turn this into a paid training course a little further down the line, I want to ask you to respect that we're only offering this training for free for the coming week, for our community – so please don't share it, and please, no funny business like recording your screen, or anything like that – just be present, take notes, ask questions, and get as much as you can out of the live experience that I'm going to work hard to create for you.

And that's it. If all of that sounds fair to you, then I would love for you to register for the Offer Craft Bootcamp next week for free, using the button below this video. And I'll look forward to seeing you on the training!