



THE IRRESISTABLE OFFER FORMULA

A Tool To Help Chiropractors To Create Offers For Their Funnels That Convert!

Ever wonder why your funnel isn't converting? It sucks when it doesn't, doesn't it! After years of testing and tweaking various Chiropractic marketing funnels I have come to recognize certain patterns with those that convert and those that don't. While you can't ever "guarantee" anything (which is why you simply have to test, test, test), there is a certain recipe or "formula" that I have found to be the most likely way to creating a truly irresistible offer for your marketing funnel so that it actually *does* convert. The Irresistable Offer Formula is a simple cheat sheet you can use whenever building your funnel to give you a checklist of sorts to ensure you're using all of the right elements in your offers. For a more comprehensive background on the overall theory behind this you can check out my podcast episode on creating irresistible offers here:

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1. TRANSPARENCY

Identify who you are, what you're offering and why. This is a critical step in helping to reduce risk for the prospect. The greatest fear in the eyes of the prospect is NOT losing money but rather losing status. No one wants to look stupid. We believe we'll look stupid if we ever perceive we are being fooled or taken advantage of in any way. This is precisely why transparency is key! Answer the fundamental question of WHY you're offering what you're offering. If it's a discount, a premium or incentive, tell them why! Example: "The reason we are offering this incredible deal is because we simply want to say thanks for trusting us enough to come in and see if we can help you!"

2. TARGET

Who are you targeting? One of the biggest mistakes we make in our offers is being too general in our targeting. When you are speaking to your prospect, who specifically are you speaking to? The more specific you can be in the messaging of your offer the more likely your offer will convert. Why? Because your prospects will more likely feel you are speaking directly to them. Example: speak directly to your target audience by calling them out. "If you're a crossfitter with shoulder problems, then this is something specifically for you!"

3. CTA

What's your call to action? This might seem too simple but you'd be surprised how often this gets messed up. Either not having a clear call to action or having too many. Keep it simple and ask the prospect to do one simple thing. Example: "Call our office today to schedule your initial exam."

4. U & S

Urgency & Scarcity. These are the two magic words when it comes to create effective offers. Create a clear deadline or limit to the offer you are making. Example: "Hurry, this offer ends ____" or "Hurry, we only have ____ left and they'll go quickly!" This will dramatically help move people to take action on your offer.

5. PROOF

Social Proof. Using social proof in the form of reviews or testimonials is yet another powerful way to increase the effectiveness of your offers! Consider adding social proof.



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