



*BUILD YOUR
OFFER!*

THE ULTIMATE OFFER BUILDER

PRESENTED BY



HIPCAT SOCIETY

THE ULTIMATE OFFER BUILDER

⚡ Newsflash! Your offer is NOT your product or your service or the price.

Your offer has so many different pieces- and we'll go over each of them in this guide.

But before crafting your offer, you must know how to implement Marketing with Love.

👤 Why Marketing With Love is the ONLY way forward.

You're a trailblazer, no-BS, problem-solving expert.

You have an amazing gift to share and help more people with your business.

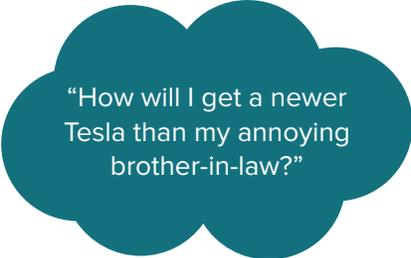
Marketing with Love positions yourself above the herd. It adds that extra touch of humanity that others don't. It's about forgetting the noise and being laser-focused on the niche of people whose world you can light up.

Many business owners naturally cringe when they hear "niching down." They think limiting their audience means limiting sales.

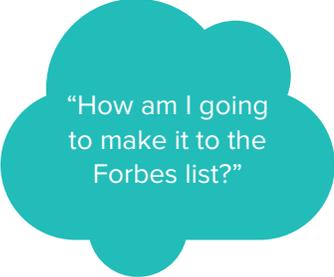
They think:



"How will I make my business 10x bigger?"



"How will I get a newer Tesla than my annoying brother-in-law?"



"How am I going to make it to the Forbes list?"

They want to talk about all the amazing features of their products & services. But, what they SHOULD be talking about are the solutions and benefits their products and services provide.

To **nurture a true connection and grow your business**, you have to, well...connect. You have to empathize with your audience's problems and be generous with your solutions.

Marketing with Love allows you to be real and honest to those who you truly want to serve. And when you're face-to-face (or screen-to-screen) with those souls, **that's where the MAGIC happens.**

Here's a #truthbomb:

Consumers are smarter than ever. They have the ultimate BS meters and easily sniff out when they're being sold to.

They know anything you offer, 1000 other businesses can make the same one.

So, while your competition fumbles around, spins their wheels, and goes down the rabbit hole of endless sales tactics found on the internet, you'll be focusing your energy on the **ONLY** sure-fire method of brand growth.

And that's understanding your ideal customers on a deeper level.

What gives them night sweats?

What do they fantasize about?

What's stopping them from reaching their goals?

If you're scratching your head on this one, we've got you.

Download [***The Ultimate Audience Builder***](#) and [***The Ultimate Avatar Creator***](#), where we detail exactly how to get inside your ideal customers' heads and how to target them on social media.



HOW TO CRAFT AN IRRESISTIBLE OFFER

Creating an irresistible offer shows your audience that your product fills the knowledge or service gap. You need to show them how your product benefits them and fits into their life and solves their problems.

When crafting your offer, always ask yourself, “what’s in it for my consumers?”

Then, point out you understand the **WHAT** and the **WHY** of their pain points, and you solve those problems with your **HOW**.

There are several ways to do this:

➔ Debunk Industry Myths

Does your audience follow industry leaders? Which ones?

What are these leaders saying, doing, or teaching that **you DON'T agree with?**

Take your research and use the template below to help craft your offer:

*“Here’s **WHAT** other people are saying...and here’s **WHY** it doesn’t work...
This is **WHAT** you should do instead... If you ever need guidance,
I can teach you **HOW** to do those things by...”*





➔ Address Mistakes Your Audience Is Making

What mistakes are your prospects making?

Why are they making these mistakes?

What's the cost of these mistakes?

Use the template below to help craft your offer:

“Here’s **WHAT** you’re doing wrong and **WHY** you’re not seeing results... But, it doesn’t have to be this way. I’ll show you **HOW** you fix those mistakes...”

➔ Provide Valuable Tips

What are some valuable tips that would be helpful to your audience?

What does your audience need to be aware of to prepare them for your services?



Use the template below to help craft your offer:

*“Here are some ideas for **WHAT** you can do and **WHY** it works... If you ever need help executing those ideas to get the results you want, I’ll show you **HOW**...”*

➔ Remove Limiting Beliefs

What limiting beliefs stop your prospects from moving forward?

What doubts are they currently experiencing?

What do they need to see, hear, or feel to take action?

Use the template below to help craft your offer:

“Here’s WHY your limiting beliefs are holding you back from moving forward...This is WHAT you need to take action on... If you need help, here’s HOW I can help you.”

➔ Establish Authority

What struggle is your audience facing now that you've already overcome?

What are some transformations you’ve witnessed in other people that will motivate your audience?

Use the template below to help craft your offer:

“I overcame the same obstacles you’re facing now, which are [LIST THOSE OBSTACLES]... and this is WHAT I did... And you can reach the same goals. I can show you HOW...”



➔ Use Future Pacing

What frustrations are your audience dealing with right now?

What results would light them up?

Use the template below to help craft your offer:

“Imagine you no longer had problem X and instead had results Y... I’ll teach you HOW to stop dealing with X, so you get results Y.”

➔ Address Objections

What are the common sales objections you get in your industry?

Here are some common objections:

Objection	Your Response
“I can’t afford it.”	<ul style="list-style-type: none">• Benefits of investing in yourself.• Ways to save money.• How you or your clients have made money
“I don’t have time.”	<ul style="list-style-type: none">• Is it the wrong time or is fear stopping you?• Why now is the best time to do X,Y, Z.• How fast your clients have gotten results.
“I don’t trust you enough.”	<ul style="list-style-type: none">• Client testimonials and transformations.• Your own skepticism and why it was debunked.

HOW TO SELL YOUR OFFER SUCCESSFULLY

➔ Write a jaw-dropping hook.

A hook is how you grab your ideal customers' attention. It piques their curiosity, so you can tell the story.

A hook isn't about selling nor is it the USP (Unique Selling Point) of your product or service.

It's a benefit or result statement that your ideal customers want.

To come up with a killer hook ask yourself these questions:

What problem am I solving?

Why am I better than the other solutions?

What amazing results have I seen with my product?

What do my prospects REALLY want?

Think of it like this: People don't buy Lamborghinis because they need a way to get to the store. They want to feel cool, wealthy, and luxurious. They're making a statement by their choice of vehicle.

Once you know what your customers truly want, your hook will write itself.

➔ Share your story.

This is where Marketing with Love comes into play. It's your chance to **connect with your ideal customers on an emotional level.**

Your story gives people a reason to identify with what you're selling and envision themselves as the hero.

You don't need a Steven-Spielberg-level novel to connect with your audience. But, it needs to hit them in the feels.

People buy emotionally, not logically. We only backup our emotional purchase with logic afterward.

Here are some ways to write your compelling story:

✔ Backstory

1. What was life like before your service or product?

2. What happened in the past that led you to this point?

3. What hardship did you struggle with?

✔ Plan

1. What did you do to make a change?



✔ **Desire**

1. What did you want to get out of this experience?

2. Where did you want to end up?

✔ **Wall**

1. What were your pain points that stopped you from succeeding?

2. What could you have done differently?

✔ **Epiphany**

1. What was your “aha” moment?

2. What made you realize there was another way?





✔ Conflict

1. What challenges did you face?

2. How did you overcome them?

✔ Achievement

1. What did you achieve and how successful were you?

✔ Transformation

1. What did this do for you?

2. How did it make you feel?

3. What changes or results did it lead to?



➔ Choose one of these 4 offer styles that'll sell like crazy.

You've got their attention with a show-stopper hook and story. It's time to nail your offer.

To get the most revenue for your business, we recommend an entry offer.

An entry offer is a low-barrier entrance point for new customers to join your orbit.

Very rarely will people jump straight to buying your flagship before knowing you. Instead, use simplified, less expensive, or free products to give 'em a taste of your business.

Here are 4 offer types that'll sell like crazy:

Offer 1: Tripwire

A tripwire is a **small purchase your customer makes** to get them to make larger purchases in the future.

Don't think profit; think about getting people through the door. Once people say "yes" to your entry-level offer, it's much easier to get them to keep saying "yes."

What low-level product or service could you offer at a fraction of the price?

Offer 2: Lead Magnet

A lead magnet is an offer you give to your potential customers for free in exchange for their email address.

Marketers will tell you "the money is in the list." Once you have their email address, follow up with longer email drip campaigns to nurture those potential leads.

Share valuable information consistently, and those emails will soon turn into lifelong customers.

What can you give people for free in exchange for their email address?



Offer 3: Package or Discount

You have valuable products or services. Package them together and provide a reasonable discount for it.

This could include:

- Extra goodies
- Knowledge products you already have
- Content you can reuse over and over again

Russell Brunson tells a story about selling his iPhone for \$100k.

Who would buy an iPhone for that much dinero? Seems crazy, right?

BUT if that iPhone came with all of his contacts, personal notes, and business ideas, all of a sudden \$100k for a phone seems like one helluva deal.

Load up your offer with as much value and bonuses as you can!

How much perceived value can you add to your offer until your ideal customers can't say "no"?

Offer 4: Demo

You know once people start using your amazing products, they won't want to let it go.

So, let 'em try it for free!

Can they try before they buy?



➔ Add your images

The Internet is a visual medium, and nothing will stop someone's scroll faster than a badass image.

When you're deciding what image to use for your offer, don't rush this decision. It's potentially the MOST important piece in all of this.

Run the **ABCDE** test on all of your images:

Aesthetic

Does it visually show something that fits the story I'm telling?

Brand

Is it aligned with my brand style and voice?

Consistency

Is it consistent with what my ideal client engages with?

Diversity

Is it different from my other offerings?

Expectation

Does it live up to the quality people have come to expect from my brand?

➔ Final Check

You're in the home stretch now! First off, use spell check, grammar check etc. **Simple mistakes in spelling and grammar will kill your ROI.** Your audience will think "If they can't even string words together properly then they probably can't help me."

The last thing you need to do is run your offer through the **CUB test**. And don't just ask yourself - grab a friend and have another set of eyeballs take a peek at your offer.

Is your offer:

Confusing?

Keep it simple- a confused mind always says NO.

Unbelievable?

Maybe YOU believe it but will your audience? Can you back up your unbelievable statement with some proof (images, testimonials, etc?)

Boring?

Copy space is prime real estate! Don't waste space stating the obvious. Use STRONG sentences!

Once you have answered all of these questions you're ready to launch your campaign!

Now follow these next steps to start selling your offer:



Create a landing page



Build an ad campaign



Analyze and optimize

Need help with creating the ultimate offer?



Divina Araiza

Director of BrandMaster Services

✉ divina@hipcatsociety.com

☎ 360.654.4145

*WE'VE GOT
YOUR BACK!*