



EXCLUSIVE BONUS

TIM'S "CREATE A CLIENT OFFER" CHEAT SHEET

If you want to create an offer for your clients as Tim showed you, just follow the steps listed below.

1: Determine which type of offer makes the most sense for your client. Would a "Buy Something" or "Do Something" offer be best? Also keep in mind, that a "Do Something" can (and should) ultimately lead to "Buy Something."

Remember: Buy Something is a firm price or stated discount. Do Something is getting them to take a specific action for free, or for a nominal fee.

2: Do your homework. Take (roughly) 20 minutes and find out what your client's competition is doing. Are they making an offer? If not, that's your opportunity. If they are, you can mimic their offer and add to it, or streamline it by removing some components and make it smaller (which should also drop the price).

3: Figure out what the core audience *really* wants. This will be the core of the offer. Do they want a bigger bundle, faster delivery, lower price, etc.?

4: Craft the offer, give it a name, and a time deadline (or scarcity). Using what the core audience really wants, you'll want to ideally describe the result in the name (\$20 Family Fill Up, etc.). Having the price point and time deadline solidifies the offer (The \$20 Gameday Pizza & Wings Platter).

5. Get data from the client. You must make sure it makes financial sense for them. If not, adjust the offer, but don't stray from what their core audience wants most.

6. (Strongly advised) Get an NDA. Ultimately, this is YOUR idea. Don't let them steal it and leave you with nothing. Check with your legal department for specifics.

Now that you have the basics on how to create an offer, **go create an offer!** I'd love to hear your results.

Tim Burt

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