



Anatomy of an Authentic and Compelling Offer

1) CONNECT: Tune into your heart and connect with your prospects heart.

2) WHAT: Offer something they WANT. You must offer them something that they want, not just what you think they need.

3) WHY: What's in it for me? You must clearly answer this in your offer, so they know exactly what's in it for them.

4) VALUE: It has to have more value than risk. The offer must be clearly valuable to them. This includes price and bonuses.

5) HOW: Clear direction on how to take action on the offer.

6) URGENCY: Give them a good reason to take action now.
