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# 7 Ways To Create Your Own Irresistible Offers

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## Introduction

Creating irresistible offers isn't just about piling on more and more bonuses. There are many other ways to make your offer compelling without having to spend hundreds or thousands on huge numbers of bonus products that most of your customers just won't have the time to read or use anyway.

Besides, more and more people are become wise to that fact and are far more picky now about which offers with huge numbers of bonuses that they buy, if any.

Which means that if you don't keep changing your offers and keep the bonuses up to the minute and fresh, your once irresistible offer will start to appear far less attractive as your bonuses become old hat and appear all over the internet, sometimes for free.

Don't get me wrong, a good set of bonuses should definitely be part of your irresistible offers, but it shouldn't be the be all and end all.

To be able to build a big, successful internet business, your offers must be able to run on autopilot, producing a regular income for years, without you having to constantly update and refresh them. Ideally, you must be able to set them up once, launch them and forget them.

All this, means that you must be using other techniques than just a huge number of bonuses to ensure your offer remains irresistible far into the future.

This report is not about how to write compelling sales copy (that would require a book of hundreds of pages to do it justice). It brings together the top 7 internet marketing techniques you can use to catapult your offers from plain and mediocre to absolutely irresistible and help to maintain their attractiveness far longer than mere bonuses could.

The techniques we will be discussing are:

1. Tell the story of one or two people who have had real success by using your product.
2. Use testimonials to create trust in your product.
3. Put a video or several on your sales page showcasing your product.
4. Offer a free report/audio/video from an autoresponder.
5. Offer a limited time price.
6. Use a One Time Only offer to upsell to a better version of your product.
7. Use a downsell, if they don't buy the upsell offer.

## **7 Ways To Create Your Own Irresistible Offers**

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And if you can automate all these techniques, so you won't be wasting time trying to re-create them for each offer, you will be streets ahead of your competition, as you will be able to spend more time creating more irresistible offers in less time than your competition would ever be able to do.

So let's get straight to it and see what these techniques can do for your bottom line.

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### **Tell the story of one or two people who have had real success by using your product**

First, let me ask you a question. What would most draw you into a description of a product:

- A straight explanation of the features and benefits you would get by using the product? or
- Reading about how someone used the product and their life and wealth improved in a matter of days or weeks?

You see my point? People's personal stories get you involved and drawn in to wanting to know more, far more than a mere explanation could ever hope to do.

Make the stories emotional. How low did the person get before they discovered your product? How desperate were they? How elated and relieved did they feel after they used your product. Did they use your product in an unusual way that you hadn't foreseen?

Ladle it on, but don't go too far or stretch the truth, because people aren't stupid and they'll see through your charade and you will have lost a potential customer long before you get the chance to ask for the order.

People's personal stories aren't testimonials, though. They should be used to enhance certain parts of your sales copy. You should place them in strategic places through your copy, so they can illustrate a feature or benefit that you have just been describing.

Perhaps, if you get a general one – one that doesn't describe a particular benefit, you can put it at the top or bottom to use as a lead in or lead out from your sales copy. However, don't let the story overshadow your headline, unless you are using it as the headline.

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### Use testimonials to create trust in your product

Testimonials are a must have in your sales copy.

They usually appear in a block towards the end of your sales page to enhance the trust and rapport you have been building with your prospect previously in your copy.

Some marketers have found that you can enhance your conversions by splitting your testimonial block into several smaller blocks at different points in your page, but this can be different for every product. The best way to find out if it works for your product is by testing the different formats and seeing which one works best for you.

If you have a particularly good testimonial, you could use it as a personal story elsewhere in your page, instead.

There are probably as many different ways of presenting your testimonial block as there are sales pages, but one that is commonly used by the most successful marketers is:

Your testimonial giver's picture here	Your testimonial giver's testimonial here. <i>John Smith, Anytown, USA</i> <i><a href="http://JohnSmith.com">http://JohnSmith.com</a></i>
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An alternative, short form that is also used quite a bit is:

*A short compliment about your product. – John Smith, Anytown, USA*

These are dotted through your sales copy, either to enhance a benefit you've just described (like the personal stories) or to break up a long bit of prose.

Make sure, though, that you don't break the prose just for the sake of breaking it, because you don't want to disturb your prospect's attention and focus from a compelling bit of sales copy. They might just click the order button after they've read that bit, which they probably wouldn't have done, if you had moved their attention elsewhere.

So, the upshot is, ladle on the testimonials - the more the better, but use them wisely and strategically.

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### Put a video or several on your sales page showcasing your product

There was a time when plain old text only sales pages worked fine. They sold millions of products and nobody complained.

Fast forward to the present and we seem to have been spoilt rotten now, because we all expect a more interactive experience from web pages.

It was only a very few years ago that audio clips were invented and, as is the norm, they started appearing on the big marketers sales pages. And we all heard about the huge sales boosts they were experiencing from using audio. So we all started doing it too.

But wait, what was that new fangled thing that was appearing about a year after audio appeared. v...i...d...e...o? You mean, we can see people now too? You ain't seen noth'n yet! ☺

Again, all our sales were given another boost, but it did mean that we had rather more work to do to build a sales page now, than just writing sales copy.

However, despite this, it is self-evident that if you put in the effort to create a short video showcasing your product or explaining your irresistible offer in person, then your sales will be far higher than without.

If you can't stretch to video at the moment, you should at least have an audio clip showcasing your product or explaining your irresistible offer.

The clips should be reasonably short – 30 seconds up to maybe a couple of minutes, depending on how complex your product or offer is.

If you have a short to medium sales page, you should only have one or two clips, so you don't overload it.

However, long sales pages are able to have many clips, which do add to your trust gathering strategy. For example, sales pages selling recordings of seminars do tend to have many short clips of the speakers talking about an interesting point and the attendees giving testimonials about the seminar.

This is rather clever, because it is subtly playing on the try it, you'll like it sales technique. A technique that has been used very successfully for many years.

So, use videos by preference, but definitely try to at least use audio to enhance your prospect's experience of your sales page. Your bank balance will thank you for it.

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### Offer a free report/audio/video from an autoresponder

Not everyone may be in a position to make a buy decision at the time they visit your sales page. So what do you do if they read your page, are interested, but still go away?

How do you know who those people were? And how do you contact them to nurture them to re-visit the page and order in the future?

Autoresponders are go!

You should entice them to sign up to a short autoresponder course that explains the problems that your product addresses and their solutions. This way, you have them on your mailing list, so they are not lost and you have the chance of building the trust necessary to convert them into a long term customer.

The sign up form should be obvious and easy to use. Although it would be ideal to have it above the first fold, this isn't really practical, as it will overshadow your headlines and lead in, which will distract your prospect from getting involved enough in your offer to read beyond the first fold.

The best compromise is to have it below the first fold, but have a link that jumps to it above the first fold. That way, you still have the best chance of getting your prospect's attention and interest, but also have the best chance of getting them on your mailing list before they leave.

Your enticement for them to sign up is your free report, audio or video, which should give away some useful information that your prospect can use straight away.

As we've already seen, video is the preference nowadays, then audio, then written text. For the first two, you can give a link back to your website for them to watch or listen there or to download the file to use on their machine. However, they should all be at least 7 steps long, based on the well known mantra that it takes at least 7 contacts for a prospect to buy. More, if it is a big ticket item.

You could even take the opportunity to give your prospect a discount code at the end of the course, giving them a further reason to buy.

You should make an autoresponder course a staple of all your sales pages, as this technique is a very powerful way to bring your prospect around to the idea that your offer really is quite irresistible.

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### Offer a limited time price

Imagine you were reading through a sales page, you were sold on the fact that the offer was good value, but you weren't quite sure whether the product was really what you wanted. Moreover, the sales page gave no indication that the offer was going to be pulled next week, next month or even next year.

Would you buy now or would you wait and think about it and come back next week/month and buy it when you have managed to rationalise the purchase to yourself? Do you think that would happen?

Or, if the sales page said, this is the normal price, but if you buy now, you will get it at half the price.

Would you buy now?

You see, the limited time price technique is a very powerful motivator. It is just as powerful online as it has always been offline.

It plays on the fear of loss - the strongest emotion in your marketing toolbox.

If we are offered an extra incentive to do something, it still might not be enough of an incentive for us to do it.

However, if we think we are going to lose something, we will do our darndest to stop it happening, even if we know we don't really need the something anyway.

There are various ways to implement this:

- The reduced price.
- The countdown indicator to show when the price will change.
- The countup price, where the price increases by a certain amount every so many minutes.
- A limited time discount coupon.

All these ways work to instill a sense of urgency to buy now.

A common place to use it is on your launch, where you tell your prospects the normal price, but give them a substantial discount if they order within a certain time period, by a certain date or before so many orders have been received, after which the price will revert back to the normal price.

If this seems like a lot of work to do, then you should really be thinking about automating it instead of doing it all manually.

Of course, it goes without saying that you should make sure that you raise the price when you say you are going to, otherwise your reputation will be down the pan. There, you see, fear of loss does work, doesn't it?

### Use a One Time Only offer to upsell to a better version of your product

If you just present an offer to your customer, they buy it and you just leave it at that, you are leaving an awful lot of money on the table. Wouldn't it be far better to offer them something that's better and more desirable than your basic offer and have them pay more money to you than for the original offer?

This is the basis for the upsell offer. Either on the order page or the thankyou page, you play on your customer's greed (I have to have the most expensive version) or their vanity (I have to have the best model available) and present them with a better, more expensive offer.

It's a very powerful and effective way to pull as much money as you can from that proverbial table and increase the ROI (Return On Investment) from your project.

Although this technique has been around for a long time offline, a more recent twist being used online is to place a limited time on the availability of the upsell offer in the form of a One Time Only (OTO) offer. This technique is very effective as it uses the tried and proven limited time and fear of loss techniques to instill an urgency to order in your customer:

"If you don't order now, you won't see this offer ever again, so you better order now, if you don't want to lose out".

There are 3 places you can implement this technique: before your customer orders, after they order or as a standalone OTO not related to an order.

#### ***Before your customer orders***

This is a place for a better version of your product like a full version of your software instead of a cut down version. This way you don't frustrate your customer by forcing them to buy a cut down version first, before they even know there is a full version.

Give them the choice up front and you will probably get more sales and happier customers and hence a far better chance of getting repeat sales in the long term.

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### *After your customer orders*

Your thank you page is the ideal place to present your new customer with a chance to get additional add ons to their purchase or a bigger, more inclusive package than the one they have just bought. All this at a huge discount to what they would pay, if they bought everything separately.

This is the place where you would use the One Time Only technique to instill a sense of urgency to upgrade their purchase to satisfy their greed and vanity emotions.

### *A standalone one time only offer*

A very common technique is to offer a free report in return for your prospect's details and a chance to present them with a One Time Only offer. This has been used very successfully in recent years to sell a multitude products, even when your prospect isn't in as strong a buying mood as they are on a thank you page.

This technique uses a sequence of pages to present the offer:

OTO Capture Page → OTO Sales Page → **Yes** → Upsell Order Page  
→ **No** → Download Page

The OTO Capture Page collects your prospects contact details and attaches them to your autoresponder, then presents the OTO Sales Page, which presents the One Time Only offer itself.

If they click **Yes**, they are sent to the order page for the Upsell offer.

If they click **No**, they are sent to the download page, where they can download your free report. However, you still have them on your mailing list, so you can keep in touch and work on them for a future sale.

This version of the technique isn't limited to a certain type of offer like the other two. As long as you have done the work necessary to target the traffic you are sending to the OTO Capture Page, to the irresistible offer you are presenting, then you can offer almost anything on your OTO Sales Page.

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### Use a downsell offer, if they don't buy the upsell offer

So, you are presenting an OTO to your customers and they decide not to take you up on it. Where do they go? Either to your normal thank you page or your download page to download their purchase or your free report.

So what's missing in this picture?

You still seem to be leaving money on the table. Why didn't they say yes to your offer? Could it be that it was too expensive for them at that time? Or could it be that there were just too many bonuses that were too overwhelming?

Either way, why not offer them a smaller package, if they say no to the bigger one? Perhaps one with less bonuses or with less features than the previous one.

You'll be surprised how many people will buy the smaller package, for whatever reason. KaChing, less money left on that table, again!

It's been known for several downsell offers to have been used in sequence to devastating effect on that pile of money.

However, it's wise to not have more than 2 or 3 offers in your upsell/downsell sequence otherwise you will probably frustrate your customers too much, such that they will be reluctant to do business with you in the future, for fear of getting caught in one of your seemingly endless loops again.

Treat your customers like gold dust and they will continue laying those golden eggs for you.

I've also recently experienced a new twist on this technique from those geniuses at Nitro Marketing. Instead of presenting a downsell sequence, they were presenting an upsell sequence, where each offer was bigger, better and more expensive than the previous one.

Now this would require a lot of planning to ensure that each offer was definitely more irresistible than the last and would require far more compelling sales copy than a downsell sequence. But, hey, it worked on me and it was such a brilliant idea, I thought I'd better let you in on this technique, in case you hadn't experienced it yet.

Get planning and you could completely empty that table of all of it's cash!

### Bonus Techniques

As bonus, here are a few more techniques that are also up there with the top 7, that I felt I would be short changing you on if I left them out.

Some of them aren't strictly directly related to creating irresistible offers, but they certainly help to boost the support network around the offer itself. The more techniques you can use, the stronger your central offer will be.

Here are the techniques we'll be discussing in this section:

1. Use a countdown display to show the end of the limited time offer.
2. Give a discount coupon.
3. Offer multiple payment options.
4. Offer a trial version of your product.
5. Create your own affiliate program, so they can make money too.

### **Use a countdown display to show the end of the limited time offer**

There is nothing like a constant reminder that time is running out to motivate your customers into taking action now.

And a moving countdown on your sales page is a perfect implementation of this principle.

There are many scripts available on sites like <http://download.com> and <http://hotscripts.com> that you can use on your website to show a countdown timer. All you need to do is to feed them either the deadline time or the amount of time left, so they can know where to start the countdown.

Even better would be to automate the feeding of your script with the time left, taken dynamically from your sales manager software.

This is a perfect feature to use when you are using the limited time price increase technique.

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### Give a discount coupon

As with the upsell/downsell techniques, there may be one or more barriers preventing your customers from buying right now. No matter what the barriers may be, giving a limited time discount can quite often overcome them all.

Giving your customers a coupon code if they leave the page without ordering (in a pop-up window) or at the end of your autoresponder taster course or as a special subscriber only discount will get you sales where there may otherwise not have been any.

This is a very old, tried and tested, very successful technique both online and offline that we are all familiar with. So there will be very little resistance from your customer, if you present it in an attractive way.

Use it well and the technique can reward you handsomely.

### Offer multiple payment options

There's nothing more disheartening than seeing your sales plummet to zero, just because your payment processor's site is down for several hours.

Nothing you've done, but it's totally out of your hands and you just have to wait until they have mended the problem.

Even worse, they have taken a dislike to your account and suspended it for some inane reason and you have to spend perhaps days or weeks trying to reason with them or setting up an account with another payment processor and changing all your sales pages to use the new one.

All this time, you are not making any money or are even losing money, because you still have to pay all your expenses.

Prevention is better than cure. Don't have all your eggs in one basket. And all the other age old sayings too. 😊

If you set up an account with several payment processors in advance, then you are ready and prepared for any mishaps that might happen.

You can immediately go to your sales page and point it to one of your other processors. Or you could give more than one payment option on your sales page right from the outset. Or you can let your sales manager software automatically show the appropriate order buttons without getting involved in any coding at all.

Give your customers a choice and they will thank you for it. If you have done a good job with your sales copy and they have decided to buy, they **will** do what it takes to place that order. If one processor link doesn't work and you have provided them with others, they will come back and use them. And you get another sale!

KaChing!

### Offer a trial version of your product

If your product is software or another type that lends itself to having a trial version, this can be a very powerful persuader to buy the full version. It plays on the well known Try It You'll Like It or Puppying technique.

What's the Puppying technique? Well, imagine you are running a pet shop and your customer is trying to decide whether to buy a puppy, but cannot make up their mind whether they want to.

Well, do you think that if you say ...

"Well, I tell you what. If you take this lovely, cute little bundle of fluff home with you for a week and if you still decide you don't want to keep it, then just bring it back and we'll say no more about it, but if you decide you want to keep it, you just pay us this time next week."

... your customer would want to give that cute, little bundle of fluff back or do you think they would have spent the whole week rationalising to themselves why they should keep it?

Letting your customers persuade themselves they want to buy your product is a very powerful, yet very simple technique to use.

Just make sure that you can disable your software or product after the trial period or you won't be making many sales for very long, if your prospects get wind that they can use your trial version indefinitely.

### **Create your own affiliate program, so they can make money too**

You can try and make a million dollars all on your own or you can sit back and watch your army of affiliates making that million dollars for you. Your choice.

Which did you choose? I know you chose the latter, because you have been smart enough to read this far.

Of course, if you wanted to make it out of the doldrums of a mediocre internet business into the stratosphere of the mega successful and mega rich internet entrepreneurs, you would want to leverage the knowledge, abilities and mailing lists of your own army of affiliates.

Pre-selling your customers before they get to your sales page is a very powerful way to get a conversion rate many times more than a sales page on it's own could ever hope for. And affiliates are really good at pre-selling. It's what they specialise in, as that is their business.

You can make a decent living as an affiliate, but to be really succesful and rich you need to have your own affiliate program working on autopilot, allowing your affiliates to pick and choose which of your products they wish to promote, in their own time.

And if you are able to automatically make your customers into affiliates when they order, then that would remove a huge barrier to them taking an interest in promoting your products. Although this would probably only work well in the internet marketing niche (as these customers would already know what the benefit of being an affiliate is), it is still a very powerful way of building your affiliate network. It will just be down to you to keep in contact with them to keep them working on those sales.

Having hot prospects hitting your sales pages with their credit cards practically in their hands is something we all dream of. Your affiliate army can make that dream a reality, so make sure you promote your affiliate program at every opportunity, be nice to them, nurture them and they will reward you with that million dollars sooner than you think.

And that is a good thing! ☺

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### Conclusion

So there you have it. Not 7, but 12 top ways you can catapult your ordinary offers into massively irresistible offers that no-one in their right minds would be able to refuse. All you have to do now is include them in your marketing strategy and you will be seeing your sales skyrocketing, not just at your launch, but far into the future too.

One more tip I have for you is to recommend to you a neat, easy to use, yet powerful software application that completely automates all the techniques we've been discussing in this report.

As I said earlier, if you can automate all these techniques so you won't be wasting time trying to re-create them for each offer, you will be streets ahead of your competition, as you will be able to spend more time creating more irresistible offers in less time than your competition would ever be able to do.

And that's a good thing too.

Check it out here, but I highly recommend you add it to your marketing armory too:

<http://QuicknEasySalesPro.com>.

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### Want to make money from this report?

Want to make money by giving this report away for free?

Just sign up as an affiliate here:

<http://Sales.FlyingQuokka.com/sec/reg.php>

and you can pick up your own re-brandable copy of this report on the welcome page, which you can distribute for free and make great commissions on any sales coming from your copy of this report.

Plus you will make commissions from any present and future sales coming from anyone who signs up as an affiliate from your copy of this report, as they will be connected into your affiliate downline.

How good is that?

Now go make some money, as Craig Garber always says. 😊

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### About the Author



Deborah Figg is a serial software designer. She has been in the IT industry for over 20 years and has designed software for large, medium and small businesses in both the UK and Australia. She has been building websites of varying sizes and complexities since 2000.

Deborah is the Chief Designer and CEO of Flying Quokka Software Ltd., which develops software to increase the productivity of anyone doing business on the internet and provides unparalleled personal support to their customers.

Deborah has her private pilot's licenses for hang-gliding, paragliding, fixed wing and

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