

# How to create incredible offers that has people itching, eager and salivating to buy

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Limp lazy offers *murder* the anticipation to buy. If you're going to sell something of worth, something of real intrinsic value then you want insist on creating your best offer possible. You want to make it *crazy good*. There's no value in teasing and tempting your audience with a version of your offer that's bland, boring and uninspiring. Let your competitors play that game.

For you... *ramp things up!*

Decide on what could be the most irresistible version of your offer you can create and... create it! Because, if you plan on doing anything else that's not your best offer...you'll lose sales, you'll lose money, you'll lose customers, you'll lose your way in the marketplace.

Here's how to create the best, sweetest and most irresistible offer you can create. *(And if you find that I'm not talking directly or specifically to your business or industry with this example, you'll have to creatively adapt it to your scenario because I promise you if you do that, your offers will literally be... magnetic!)*

## The Irresistible Offer

OFFER 1: Buy my book

OFFER 2: Buy my book and get the audiobook version at half-price

OFFER 3: Buy my book and get the audio version as well as chapter online video lessons

OFFER 4: Buy my book and get the audio version as well as chapter online video lessons and a membership to the private online forum.

OFFER 5: Buy my book and get the audio version as well as chapter online video lessons and a membership to the private online forum, and a 20 minute phone session with the author.

OFFER 6: Buy my book and get the audio version as well as chapter online video lessons and a membership to the private online forum, a 20 minute phone session with the author, and a ticket to a private seminar expanding on the content of the book.

OFFER 7: Buy my book and get the audio version as well as chapter online video lessons and a membership to the private online forum, a 20 minute phone session with the author, a ticket to a private seminar expanding on the content of the book, private coaching sessions.

Now at first glance, you'll obviously note there's a world of difference between the first offer made, and the last. Let me quickly say that you may not necessarily want to deliver all elements of your irresistible offer all in one fell swoop as your audience maybe too overwhelmed with it all, even though that may be in a good way. You can however, with careful strategic thought and application, find your most optimum ladder of ascension in taking your customer through the various 'offer levels'.

What I've hopefully given you here is a way to think about how to think about creating your offers. If all you did was to make an offer for your book, and you incorporated nothing else in any subsequent offers as outlined above, well, the difference in income, in activity, in equity... the difference is like... night and day, happy and miserable...

If you're frustrated, sick and tired of having to continually work on the offers that drive your business or enterprise, continually having to continually think and come up with fresh new ideas to creatively sell what you've got, I may be able to help you. If you want specific help to address those important problems, then please get in touch with me and we'll talk about creating a plan to invent the most irresistible, crazy good offers for your business your market has ever seen.

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Raja Hireker is a 'behind the scenes' marketing man many have called up when they want fresh insight, new money and creative ways of solving age old problems. He does this through his unique blend of marketing know-how, detective work and creative application. There are multiple leverage points in all businesses - as well as a dozen ways to create additional profit centres. If you would like to know how your business can benefit from them, you can contact Mr. Hireker by email at; [raja.hireker@gmail.com](mailto:raja.hireker@gmail.com)

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