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Will Your Offer Pass Customer Judgment?

To maximize the chances of your offer selling, there are a number of things you'd do well to consider:

1. The type of customer you're after

A prospect might put forward a lot of reasons why they won't buy your product. When that happens, you can probe for a way to change their mind. Question is, though, do you really want that type of customer?

The customer you want is committed to what you're selling, not merely interested. A lot of people that are "interested" never actually buy.

2. Clarity

You can never be too clear with your offer. A confused customer is unlikely to buy. And someone who does buy, expecting something else, won't likely buy again.

3. Presentation

How you present your product counts. People will happily pay a price for bruschetta that they wouldn't for tomato on toast.

4. Environment

Where are you selling your product or service? A \$2 bottle of water from a vending machine might cost \$8 in a hotel room, and 20 bucks in the private cubicle of an exotic bar club.

5. Is your offer outrageous?

What makes an offer outrageous? It may be: highly unusual, unconventional, extravagant, remarkable, extreme, over the top, beyond reason, hard to believe. Outrageous offers get attention. And this makes them more likely to convert.

6. What are your numbers?

Do your numbers allow you to be outrageous? Knowing your track record - how well you normally convert, who your best customers are, what your margins are like - will inform you as to how far you can push the envelope.

7. How to write copy that sells

Copy that is unexpected, that grabs attention, that stays on the customer's mind, tends to convert well. Is an apartment simply large, or can you swing an elephant in it?

Need help with your offers? Look up Trevor "Toecracker" Crook at smofo.com