

*Lisa Sasevich*<sup>™</sup>  
NAIL YOUR  
OFFER  
SYSTEM

*How to Name, Claim and Sell  
Your Coaching, Training or Service*



MODULE 2  
PART 4

*Lisa Sasevich*  
NAIL YOUR  
OFFER  
SYSTEM

**MAKING YOUR OFFER  
*IRRESISTIBLE***

# A QUICK REVIEW

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# What is an OFFER?

**Offer = Main Dish =**

**Outcome (90%) +**

**Service Delivery (10%)**



**The 90%**  
**(the outcome/transformation)**  
**comes from the**  
**Offer Communication work you**  
**did in Module 2 Part 1!**

Remember,  
they're buying  
the destination,  
not the plane.



# 3 Elements of an IRRESISTIBLE Offer

**1. Main Dish**

**2. Bonuses**

-Few

-Tightly related

**3. Limiters**



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# What is a Bonus?

- **Something that people would get for free that day or in a designated timeframe**



# What is a Bonus?

- Something that people would get for free that day or in a designated timeframe
- **Something that people will get along with the main dish that they would love to have**



# Making Your Offer Irresistible



Adding bonuses and limiters to make your offer truly irresistible allows your prospect to have everything they need to say YES without overthinking

# 3 Elements of an IRRESISTIBLE Offer

1. Main Dish

2. Bonuses

-**Few**

-Tightly related

3. Limiters





# A Word of Warning

You should only have a few bonuses - *too many bonuses can make the potential client wonder what is wrong with the main dish that it needs so much in addition*

# How to Identify a Great Bonus

Look for a bonus that addresses a concern or objection that someone who wants your main dish might have

## EXAMPLE:

*Product* = Speak-to-Sell Bootcamp

*Objection* = How will I get booked to give my talk?

*Bonus* = Get Booked Now Toolkit

# Your Bonus

My personal  
strategies, emails,  
and templates to  
keep your calendar  
booked

**\$500 Value!**



# 3 Elements of an IRRESISTIBLE Offer

1. Main Dish

2. Bonuses

-Few

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3. Limiters



**If your main dish is to help  
people expand their reach  
and grow their business  
through Facebook  
advertising...**



**...a bonus on  
how to get  
started Salsa  
dancing won't  
make your offer  
irresistible  
because it  
doesn't support  
your main dish!**



# 3 Elements of an IRRESISTIBLE Offer

1. Main Dish

2. Bonuses

-Few

-Tightly related

3. **Limiters**





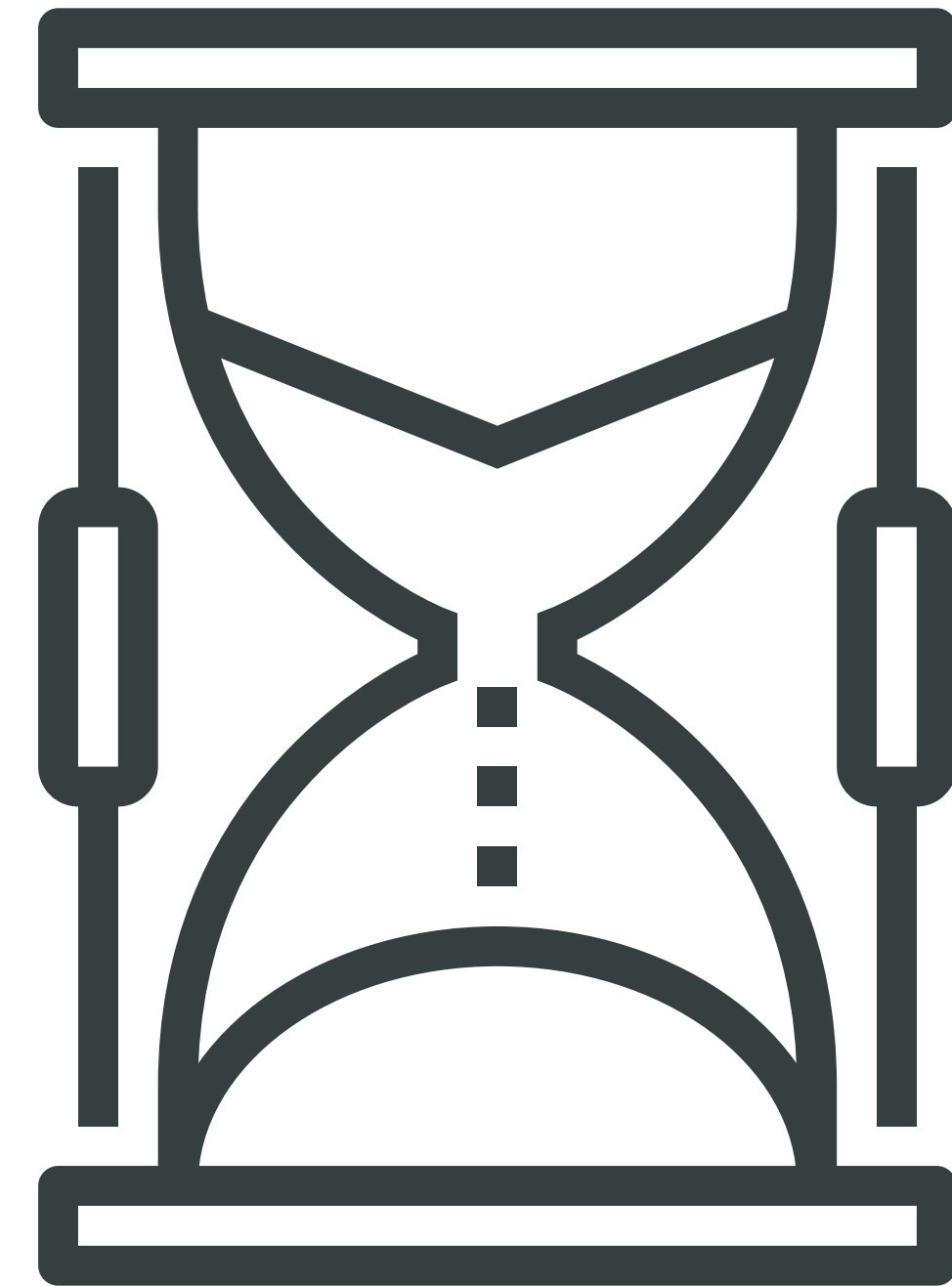
# Using Limiters to Inspire Action

- **Time:**  
Today Only Bonuses

# Time Limiter

## Examples:

- You have until the end of this call
- You have today only
- You have until Friday





**Corporate Example: An extra 1/2 day training when you say yes by the end of the month!**



## Using Limiters to Inspire Action

- **Time:**  
Today Only Bonuses
- **Quantity:**  
First X # of People

# Quantity Limiter Example



**Offer = Health and Nutrition Program**

Limiters = “The first 10 of you who register at this break will receive a Fitbit!”



# Quantity Limiter


You can also offer a  
Strategy Session,  
Discovery Call, or  
in-office appointment



The intention of an Irresistible Offer is to make an offer that inspires on-the-spot action *that serves*

# Limitter Example for In-Office Practice



A woman with long dark hair, wearing a red long-sleeved top, is sitting at a table in a kitchen. She is smiling and looking to her right. She is holding a yellow mug with both hands. The background features a wall with a diamond-patterned tile backsplash and wooden kitchen cabinets with silver handles.

It doesn't matter whether  
your clients are rich,  
famous, spiritual,  
corporate, government...  
Everybody is interested in  
an Irresistible Offer!

# BEFORE

- ⊘ No Bonuses
- ⊘ No Limiters
- ⊘ No Irresistible Offer

1 GROUP OF 60 WOMEN

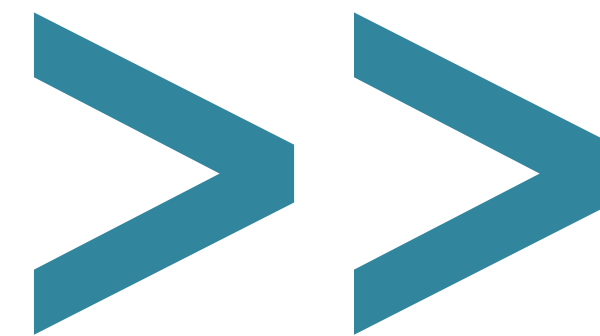


👤 Attendees 👤 Buyers

**8.3%**  
Conversion

**\$15,000**  
Earnings per Evening

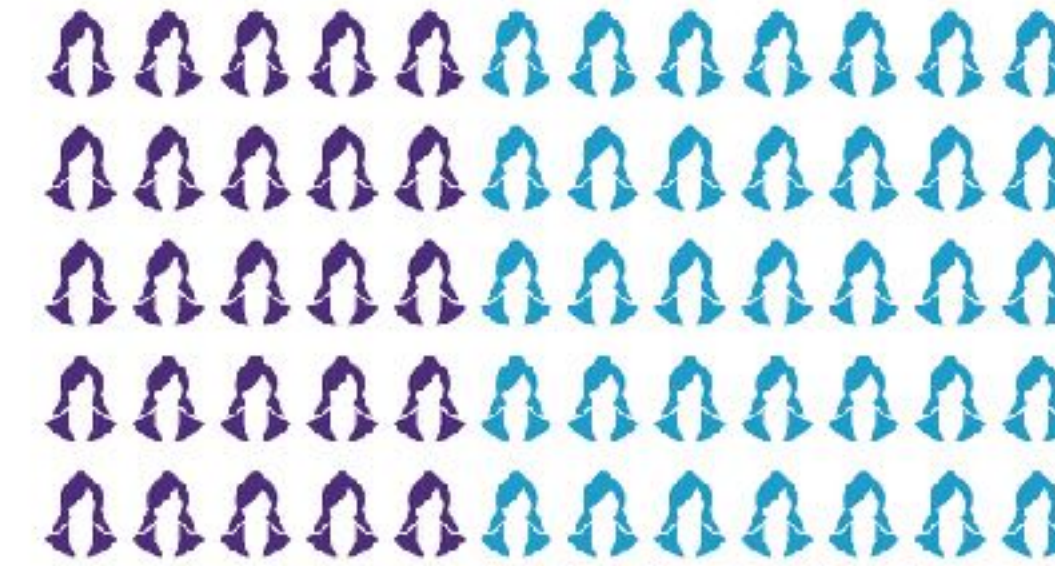
**5**  
Women Served



# AFTER

- + Bonuses
- + Limiters
- + Irresistible Offer

5 GROUPS OF 12 WOMEN



👤 Attendees 👤 Buyers

**53%**  
Conversion

**\$21,000**  
Earnings per Evening

**35**  
Women Served

**Main Dish:**  
Nonsurgical face lift

**Time Limiter:**  
“If you register tonight  
you will also receive a  
complimentary laser hair  
removal!”

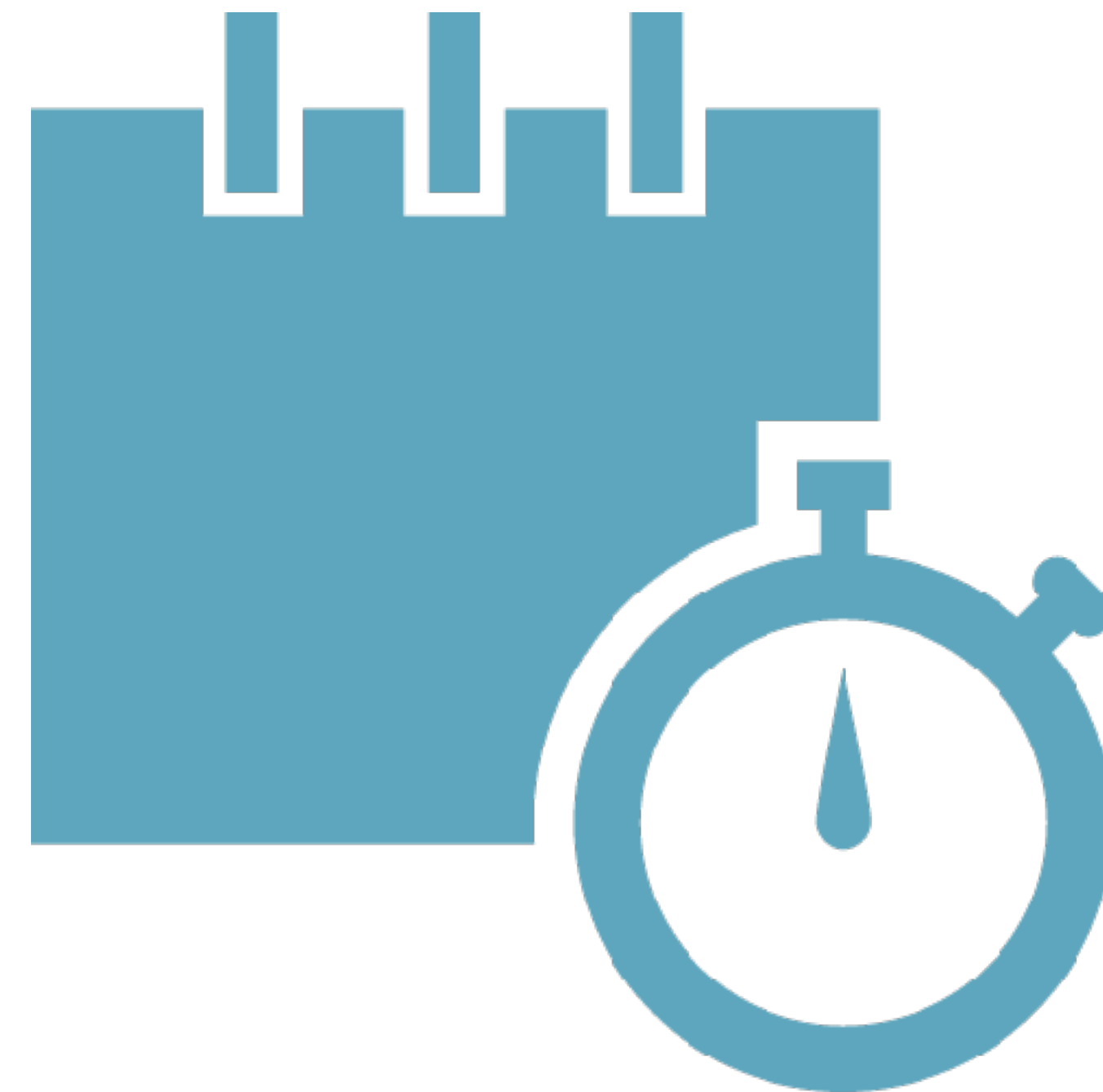


# Justify Your Limiter

“There's a 20 minute break - I'm here to answer your questions and get you registered. After that, the host is back on stage and I don't want you sitting here thinking about whether or not you should be getting your Speak-to-Sell Talk done. So, we're going to do it right now and then the train is leaving the station. If you want these bonuses and special pricing, it's on this break only. It's to serve you and the rest of the seminar that you're in.”

# Justify Your Limiter

“I have eight sessions in my schedule next week.”





IMPORTANT

**Make sure your justification is  
AUTHENTIC**

# “Craft Your Irresistible Offer” Worksheet

Download the  
“Craft Your Irresistible Offer”  
worksheet from the same  
page where you found this  
training video!



# “Craft Your Irresistible Offer” Worksheet

## **CRAFT YOUR IRRESISTIBLE OFFER**

**Create 3 packages using Main Dishes, Bonuses and Limiters:** Using what you filled out on The Offer ‘Methods of Delivery’ Checklist, create 3 possible packages, each of which could be your Irresistible Offer. This is a place to use the work you’ve done so far to brainstorm Irresistible Offer possibilities so you can select one.

### **PACKAGE #1**

*Example:* **Main Dish** – 5 Module group training delivered by teleseminar.

**Bonus** – Private call with me for the first 10 people who register (← Limiter).

# “Craft Your Irresistible Offer” Worksheet

## PACKAGE #2

*Example: **Main Dish*** – 6 months of private coaching with 2 calls per month.

**Bonus** – Hip-pocket coaching call when you need it for the first X people who register.

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# The Irresistible Offer Litmus Test



# The Irresistible Offer Litmus Test

**1. What is the transformation I offer?**



# The Irresistible Offer Litmus Test

1. What is the transformation I offer?
- 2. How will I deliver that?**



# The Irresistible Offer Litmus Test

1. What is the transformation I offer?
2. How will I deliver that?
- 3. Is it leveraged?**



# The Irresistible Offer Litmus Test

1. What is the transformation I offer?
2. How will I deliver that?
3. Is it leveraged?
4. Do I **LOVE** it!



**Love your offer...**

**Love your clients...**

**Love your LIFE**



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