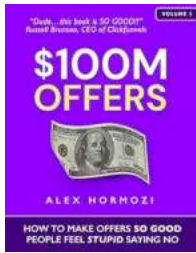


How To Make Offers So Good People Feel Stupid Saying No



Have you ever wondered how some people manage to make offers that are just too good to refuse? These individuals have mastered the art of persuasion and possess a deep understanding of human psychology. In this article, we will reveal the secrets behind crafting offers that are so compelling, people feel stupid saying no.

1. Understand Your Audience:



\$100M Offers: How To Make Offers So Good People Feel Stupid Saying No by Alex Hormozi (Kindle Edition)

★★★★★ 4.9 out of 5

Language : English
File size : 5680 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 164 pages
Lending : Enabled



Before you can create an irresistible offer, you need to have a comprehensive understanding of your target audience. Research their needs, desires, pain points, and triggers. By doing so, you can tailor your offer specifically to address their deepest desires and concerns.

2. Provide Value That Outweighs the Cost:

People are more likely to say yes when they feel like they are getting much more value than what they are paying for. Your offer should be so lucrative and beneficial that the potential customer cannot resist the opportunity to take advantage of it. Highlight the specific benefits, savings, or advantages they will gain by accepting your offer.

3. Create a Sense of Urgency:

Human beings are driven by emotions, and one effective way to amplify these emotions is by creating a sense of urgency. Limited-time offers or

exclusive deals that are available for a short period of time can trigger a fear of missing out (FOMO), making people more likely to say yes.

4. Offer Guarantees:

When people are hesitant to accept an offer, it is often due to the fear of making a wrong decision. By offering guarantees such as money-back guarantees, free trials, or satisfaction guarantees, you instill a sense of trust and reliability. This reduces the risk for the potential customer and increases their willingness to say yes.

5. Leverage Social Proof:

Utilize social proof to build trust and credibility around your offer. Include customer testimonials, case studies, or reviews that demonstrate the positive experiences others have had with your product or service. When people see that others have benefited from your offer, they will be more inclined to follow suit.

6. Create An Irresistible Offer:

The offer itself needs to be irresistible. This means providing something unique, valuable, and difficult to find elsewhere. Find out what your competitors are offering and go above and beyond to differentiate yourself. Give your potential customers an offer they simply cannot find anywhere else.

7. Use Effective Design and Marketing:

Don't underestimate the power of design and marketing in making your offers appealing. Use professional and eye-catching visuals, such as high-quality images or videos, to capture attention. Craft compelling copy that communicates the value and benefits of your offer in a clear and persuasive manner.

8. Tailor Offers Based on Customer Segments:

Instead of a one-size-fits-all approach, segment your customers based on their preferences and buying behaviors. Customize your offers to cater to their specific needs, preferences, and demographics. This personalization makes the offer feel more tailored and increases the likelihood of a positive response.

9. Provide Excellent Customer Support:

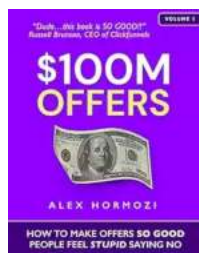
Offering exceptional customer support builds trust and fosters a positive relationship with your customers. Ensure that support channels are easily accessible and responsive. By providing excellent customer support, you not only address any concerns but also reinforce the value of your offer.

10. Continuously Test and Improve:

Lastly, never settle for mediocrity. Continuously evaluate and test different elements of your offer, such as pricing, benefits, or guarantees, to see what resonates best with your audience. Collect data, analyze results, and make data-driven improvements to optimize your offers over time.

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The ability to create offers that are simply too good to refuse is a skill that can significantly enhance your persuasive abilities and improve business outcomes. By understanding your audience, providing exceptional value, fostering a sense of urgency, and leveraging social proof, you can craft offers that make people feel silly saying no. Remember to continuously test, improve, and personalize your offers to maximize their effectiveness and drive positive results.



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I took home more in a year than the CEOs of McDonalds, IKEA, Ford, Motorola, and Yahoo....combined....as a kid in my twenties....using the \$100M Offer method. It works. And it will work for you.

Not that long ago though, my business had gotten so bad that I literally couldn't even give my services away for free. At the end of each month, I would look at my bank account hoping to see progress (but there wasn't). I knew something had to change...but what?

Over the next 48 months, I went from losing money to making \$36 for every \$1 spent. In that time period, we generated over \$120,000,000 across four different industries: service, ecommerce, software, and brick & mortar.

But, unlike everyone else, we didn't have great funnels, great ads, or a wealthy niche. In fact, we didn't even send emails until we had crossed \$50M in sales(!). Instead, we were able to do this one thing really well....we created offers so good, people felt stupid saying no.

Here's exactly what this book will show you how to do:

- How To Charge A Lot More Than You Currently Are...
 - a. The Tiny Market Big Money Process we use to laser focus on niche markets overflowing with cash
 - b. The "Unfair" Pricing formula....how we 100x'd our pricing (and got more people to say yes....for real)
 - c. The Value Flip...so you never get price compared again (that's a promise)
 - d. The Virtuous Cycle of Price...use it to outspend your competition (for good) while using your product to attract the best talent 2.
- How To Make Your Product So Good, Prospects Find A Way To Pay For It
 - e. The Unbeatable Value Equation....to make what you sell worth more than your prospects have ever received
 - f. The Delivery Cube....to make delivering your products and services cost less but provide more
 - g. The Trim & Stack Hack....to maximize profit using the absolute best delivery methods. (This has never been shared publicly and was how

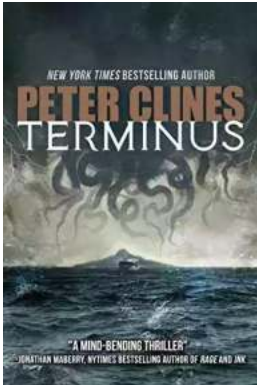
we made \$17M in profit on \$28M in revenue in a year when I was 28 years old) 3.

- How To Enhance Your Offer So Much, Prospects Buy Without Hesitating
 - h. The Scarcity Stack....how to use the three different types of scarcity in every offer you make (without lying) to get people to buy the moment you ask
 - i. The “Everyday” Urgency Blueprint... to get prospects to buy RIGHT NOW, using everyday life to create real, ethical time pressure
 - j. Unbeatable Bonuses...and watch your prospects' hesitations melt away as they begin reading their credit cards to you before you even finish!
 - k. God-mode Guarantees...so good they make anyone say yes (even people who would never normally consider buying). I'll show you how to stack and layer all 4 types of guarantees together. I even give you my 13 favorite guarantees word-for-word to swipe for yourself.
 - l. Magic Naming Formula to get the absolute highest response rates and conversion rates from everything you do to get new clients And so much more...

The methods contained within this book are so simple, so instantaneous, and so effective, it's as if they work by magic. If you implement even one tactic in this book, you'll see the change in your prospects' demeanor. And you'll know the \$100M Offer method worked when you start hearing “What do I need to do to move forward?” ...before you even ask for the sale.

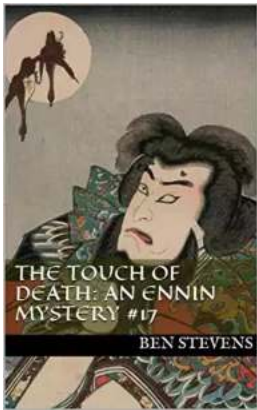
If you want to get more prospects to reply to your ads for less advertising dollars, and get them to say YES to breathtaking

prices...then grab this book, use its contents, and see for yourself.



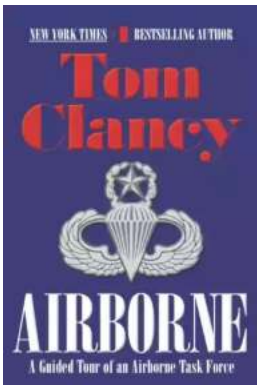
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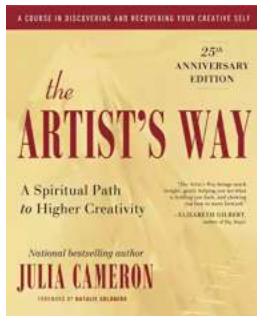
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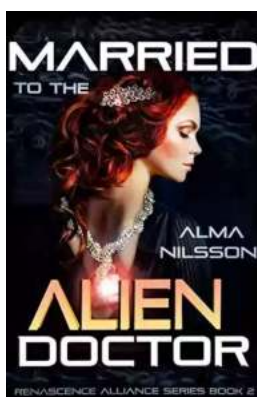
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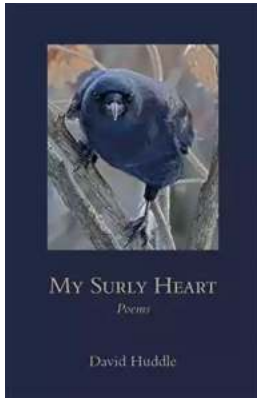
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