
Three More Ways To Make Your Offer Irresistable

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In your previous Success Marketing Strategy I gave you four tips that you can employ in order to create successful offers.

Let's quickly review them:

#1: The offer must be clear

#2: The offer must be a good value

#3: The offer should either involve a discount, a premium, or preferably both

#4: There should be a logical reason for the offer

There are three other tips that I know that when used will strengthen your offer which I will give you now:

#5: There should be a reason for immediate action - expiration dates, limited availability or a bonus for fast response. These all work well in creating a sense of urgency on the consumer's part.

#6: There should be a strong, clear, direct call to action. Tell the person exactly what you want him to do. Do you want him to pick up the phone and call? Go to a website? Come in to a business? When? What will happen when he does?

Here's a good call to action, for example. Cut this coupon out of your newspaper. Bring it in to any of our locations any day of this week from 8:00 am to 8:00 pm. Take it to the cashier at the counter; she'll give you your free travel alarm clock a gift for just coming in while the supply lasts. Then feel free to browse through our unique travel store. Take advantage of the huge mark downs and sale prices and get a second travel clock free with any \$50.00 purchase to give to a friend.

#7: Consider mentioning or even emphasizing your guarantee. Guarantees are not tired, not worn out - they still work. They're still important to people. If you offer any kind of guarantee I think it ought to be an integral part of all your advertising.

These seven points are the keys to creating successful offers for just about any type of product or service. In the next Success Marketing Strategy that will arrive to you in just a couple of days I will give you some 'idea starters' as a quick list of possible offers for all sorts of businesses.