



LE TUE NOTE KINDLE PER:

\$100M Offers: How To Make Offers So Good People Feel Stupid Saying No (English Edition)

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47 evidenziazioni

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it is far better to have understood why you failed than to be ignorant of why you succeeded.

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The market is continuously growing. The stock market grows at 9 percent per year. If we aren't growing at 9 percent per year, we are falling behind. "Maintenance," in the most generic sense, would be 9 percent growth year over year. Furthermore, if you're in a growing marketplace, then you might have to grow at 20-30 percent per year, just to keep up, or risk falling behind. So you can see how maintenance is a myth. So, then, what does it take to grow? Thankfully, just three simple things: Get more customers Increase their average purchase value Get them to buy more times

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let's start by defining a Grand Slam Offer. It's an offer you present to the marketplace that cannot be compared to any other product or service available, combining an attractive promotion, an unmatched value proposition, a premium price, and an unbeatable guarantee with a money model (payment terms) that allows you to get paid to get new customers . . . forever removing the cash constraint on business growth.

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Here's the key takeaway from all this: a business does the same work in both cases (with a commoditized or a Grand Slam Offer). The fulfillment is the same. But if one business uses a Grand Slam Offer and another uses a "commodity" offer, the Grand Slam Offer makes that business appear as if it has a totally different product — and that means a value-driven, versus price-driven, purchase.

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We want to make an offer that's so different that you can skip the awkward explanation of why your product is different from everyone else's (which, if they have to ask, then they are probably too ignorant to understand the explanation) and instead just have the offer do that work for you. That's the Grand Slam Offer way.

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There is a market in desperate need of your abilities. You need to find it. And when you do, you will capitalize, all while wondering what took you so long. Don't be romantic about your audience. Serve the people who can pay you what you're worth. And remember that picking a market, like anything, is always our choice, so choose wisely.

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When picking markets, I look for four indicators:

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The degree of the pain will be proportional to the price you will be able to charge (more on this in the Value Equation chapter). When they hear the solution to their pain, and inversely, what their life would look like without this pain, they should be drawn to your solution. I have a saying I use to train sales teams "The pain is the pitch." If you can articulate the pain a prospect is feeling accurately, they will almost always buy what you are offering. A prospect must have a painful problem for us to solve and charge money for our solution.

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your audience needs to be able to afford the service you're charging them for. Make sure your targets have the money, or access to the amount of money, needed to buy your services at the prices you require to make it worth your time.

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There are three main markets that will always exist: Health, Wealth, and Relationships. The reason that those will always exist is that there is always tremendous pain when you lack them. There is always demand for solutions to these core human pains. The goal is to find a smaller subgroup within one of those larger buckets that is growing, has the buying power, and is easy to target

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here's the simplest illustration of the order of importance between markets, offers, and persuasion skills: Starving Crowd (market) > Offer Strength > Persuasion Skills

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let me illustrate why honing in on one niche will make you more money. Reason: you can literally charge 100x more for the exact same product. Dan Kennedy was the first person to illustrate this for me, and I will do my best to pass on the torch to you in these pages. Niching Product Pricing Example: Example

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You want to be ‘the guy’ who services ‘this type of person’ or solves ‘this type of problem.’ And even more niched ‘I solve this type of problem for this specific type of person in this unique counter-intuitive way that reverses their deepest fear.”

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If you try one hundred offers, I promise you will succeed. Most people never try anything. Others fail once, then give up. It takes resilience to succeed. Stop personalizing! It’s not about you! If your offer doesn’t work, it doesn’t mean you suck. It means your offer sucks. Big difference. You only suck if you stop trying. So, try again. You’ll never become world class if you stop after a failed attempt.

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The reason people buy anything is to get a deal. They believe what they are getting (VALUE) is worth more than what they are giving in exchange for it (PRICE). The moment the value they receive dips below what they are paying, they stop buying from you. This price to value discrepancy is what you need to avoid at all costs.

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Most business owners are not competing on price or value. In fact, they’re not actually competing on anything at all. Their pricing process typically goes something like this: Look at marketplace See what everyone else offers Take the average Go slightly below to remain “competitive” Provide what their competitors offers with a “little more” End up at a value proposition of “more for less” And the big secret: those competitors they are copying are dead broke. So why on earth copy them?

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raising your prices can directly enhance the value you provide. What’s more, the higher the price, the more allure your product or service has. People want to buy expensive things. They just need a reason. And the goal isn’t just to be slightly above the market price — the goal is to be so much higher that a consumer thinks to themselves, “This is so much more expensive, there must be something entirely different going on here.” That is how you create a category of one. In this new perceived marketplace, you are a monopoly and can make monopoly profits. That is the point.

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You must be so confident in your delivery, because you have done it so many times, that you know that this person will succeed. Experience is what gives you the conviction to ask for someone’s entire year’s salary as payment. You must believe so deeply in your solution that when you look at yourself in the mirror at night, alone, your conviction remains unshakable.

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anyone can raise their prices, but only a select few can charge these rates and get people to say yes.

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Many entrepreneurs believe that charging “too much” is bad. The reality is that, yes, you should never charge more than your product is worth. But you should charge far more for your product and services than it costs to fulfill it.

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there are four primary drivers of value. Two of the drivers (on top), you will seek to increase. The other two (on the bottom), you will seek to decrease. (Yay) The Dream Outcome (Goal: Increase) (Yay) Perceived Likelihood of Achievement (Goal: Increase) (Boo) Perceived Time Delay Between Start and Achievement (Goal: Decrease) (Boo) Perceived Effort & Sacrifice (Goal: Decrease)

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Perception is reality. It’s not about how much you increase your prospect’s likelihood of success, or decrease the time delay to achievement, or decrease their effort and sacrifice. That in itself is not valuable. Many times, they will have no idea. The Grand Slam Offer only becomes valuable once the prospect perceives the increase in likelihood of achievement, perceives the decrease in time delay, and perceives the decrease in effort and sacrifice.

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when comparing two products or services that satisfy the same desire, the value from the dream outcomes will cancel out (since they are the same). It will be the other three variables that drive the difference in perceived value, and ultimately price. For example, if we have two products or services that both help make someone beautiful, it will be the likelihood of achievement, time delay, and effort required that will differentiate the perceived value of each offer.

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The thing people buy is the long-term value, aka their “dream outcome.” But the thing that makes them stay long enough to get it is the short-term experience. These are little milestones a prospect sees along the way that shows them they are on the right path. We try and tie as many of these as possible into any service we offer. We want clients to have a big emotional win early (as close as possible to their purchase). This gives them the emotional buy in and the momentum to “see it through” to their ultimate goal.

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Example: Dream Outcome: “Relaxation,” “Decreased Anxiety,” “Feelings of well-being” Meditation vs Xanax And that is why Xanax is a multi-billion dollar product while I know of almost no multi-billion dollar meditation businesses . . . value.

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knowing what people value versus what is good for them is key. It means you can find ways to monetize the things that people value in order to give them what they really need. Win-win. You can make your dent in the universe while making a profit.

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Here are my “cheat codes” for product variation/enhancement and a visual to break down the process for you from my consulting deck: What level of personal attention do I want to provide? one-on-one, small group, one to many What level of effort is expected from them? Do it themselves (DIY) - figure out how to do it on their own; do it with them (DWY) - you teach them how to do it; done for them (DFY) - you do it for them If doing something live, what environment or medium do I want to deliver it in? In-person, phone support, email support, text support, Zoom support, chat support If doing a recording, how do I want them to consume it? Audio, video, or written. How quickly do we want to reply? On what days? during what hours? 24/7. 9-5, within 5 minutes, within an hour, within 24 hrs? 10x to 1/10th test. If my customers paid me 10x my price (or \$100,000) what would I provide? If they paid me 1/10th the price and I had to make my product more valuable than it already is, how would I do that? How could I still make them successful for 1/10th price? Stretch your mind in either direction and you’ll come up with widely different solutions.

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The Final High Value Deliverable Let’s sum this up before we configure our final high value deliverable. Step #1: We figured out our prospective client's dream outcome. Step #2: We listed out all the obstacles they’re likely to encounter on their way (our opportunities for value). Step #3: We listed all those obstacles as solutions. Step #4: We figured out all the different ways we could deliver those solutions. Step #5a: We trimmed those ways down to only the things that were the highest value and lowest cost to us. All we have to do now is... Step #5b: Put all the bundles together into the ultimate high value deliverable.

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The bundle does three core things: Solves all the perceived problems (not just some) Gives you the conviction that what you’re selling is one of a kind (very important) Makes it impossible to compare or confuse your business or offering with the one down the street Whew!

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We must endeavor to keep our supply (and satisfaction of desire) under the demand that we are able to generate. This maximizes profits and keeps desire ravenous in our customer base. This is the real key to never going hungry.

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1. Total Business Cap - Only accepting....X Clients. Only accepting X clients at this level of service (on-going). This puts a cap on how many clients you service but also keeps them in it. You create a waiting list for new

prospects. The moment the door opens, they jump right in and price resistance disappears. Periodically, you can increase capacity by 10-20% then cap it again.

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2. Growth Rate Cap - Only accepting X clients per week (on-going) “We only accept 5 new clients per week and we already have the first 3 spots taken. I have 6 more calls this week, so you can take the spot or one of my next calls and you can wait until we reopen.”

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3. Cohort Cap - Only accepting...X clients per class or cohort. Similar to the above, except done on whatever cadence you desire. Only accepting X amount per class or cohort over a given period is another way of thinking about it.

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always remember have less spots available than you think you can sell . . . so that when you want to do it again in the future, everyone will remember you sold out . . . fast.

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You can create scarcity by also capping your service level and saying that if they leave than can never return. This type of scarcity makes people think extra hard about leaving.

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1) Cohort-Based Rolling Urgency For example, if you start clients every week (even in unlimited amounts), you can say: “If you sign up today, I can get you in with our next group that kicks off on Monday, otherwise you’ll have to wait until our next kickoff date.” If you wanted to juice it up a little bit, you could say: “I actually had a client who signed up a few weeks ago drop out, so I have an opening for our next cohort that kicks off on Monday. If you are pretty sure you’re gonna do this sooner or later, might as well get in on it now so you can start reaping the rewards sooner rather than paying the same and waiting.”

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2) Rolling Seasonal Urgency In a digital setting, having actual sign up date countdowns is very useful. But make sure they are real. If they aren’t, you’ll lose credibility and just look like every other wannabe marketer. This is very common with internet businesses that use “launch” models.

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Never raise your prices without letting people know. It shows a position of strength and will give you a nice little influx of cash from the people in the pipeline who were on the fence.

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a single offer is less valuable than the same offer broken into its component parts and stacked as bonuses

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Whenever trying to close a deal, never discount the main offer. It teaches your customers that your prices are negotiable (which is terrible). Adding bonuses to increase value to close the deal is far superior to cutting prices. It puts you in a position of strength and goodwill rather than weakness.

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The value of the bonuses should eclipse the value of the core offer. Psychologically as you continue to add offers, it continues to expand the price to value discrepancy. It also, subconsciously communicates that the core offer must be valuable because if these are the bonuses, the main thing has to be more valuable than the bonuses right?

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The longer you are in business the more of these bonus assets you will have at your disposal. All of these things are valuable. Put them in a vault and keep them in your back pocket to sprinkle into an offer to get the deal closed.

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While guarantees can be effective sellers, people who buy because of guarantees can become very shitty customers. A person who only buys because of a guarantee is a person who may not be willing to put in the work necessary to see success with your product or service. In a world where you want to reverse risk and get customers the best outcome possible, tying your guarantee to the things they need to do to be successful can help all parties.

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[Conditional] Service Guarantee What the Client Gets: You keep working for them free of charge until X is achieved. My Take: This is probably my personal favorite guarantee of all time. It essentially guarantees they will achieve their goal, but it eliminates the element of time. You are never at risk for losing the money. The guarantee is around the outcome. To add further flavor to it, you can make this guarantee conditional on them doing key actions linked with success: setting up a web page, attending calls, showing up to workouts, weighing in, reporting data, etc.

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[Conditional] Personal Service Guarantee What the Client Gets: You work with them one-on-one, free of charge, until they reach X objective or result. My Take: This is absolutely one of the strongest guarantees in

existence. It's like a service guarantee on crack. You will definitely want to add conditions, though: they must respond back in twenty-four hours, they must use the products you tell them to, they must XYZ. Only if they do that, will you keep working with them one-on-one. This is especially powerful as you scale and become more edified as a business owner.

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reaching an audience one time in no way means an offer is fatigued. Most people don't even notice an offer on the first mention. That's why you need to create new creative (videos, images) and new hooks, stories, and copy around the same offers. You can still use offers for a long time. But when we're talking about years of use, not months, offers can eventually fatigue. Over time you can rename the offer to refresh it. This one concept will get you leads forever. I mean it.

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What Happens When Offers Fatigue As you market offers, you will need to create variations over time as the tastes of the market change over time. Here's the order in which you will change things to keep lead flow consistent. Change the creative (the images and pictures in your ads) Change the body copy in your ads Change the headline - the "wrapper" of your offer Free 6 Week Lean Challenge to Free 6 Week Tone Challenge Holiday Hangover to New Year New You Change the duration of your offer Change the enhancer of your offer (your free/discount component) Change the monetization structure, the series of offers you give prospects, and the price points associated with them
