

# YOUR IRRESISTIBLE OFFER



The SpeakerCareer.com Business Blueprint  
Module 5 Lesson 3 Action Guide

**Make your offer  
impossible to  
refuse!**

## Overview:

Complete this action guide as you follow along with the video tutorial located at

<https://speakercareer.com/members/blueprint/m5/irresistible-offer/>

## Potential Components of Your Irresistible Offer:

After you've asked the 7 questions to force investment, it's time to close the sale. You do this by presenting two offers. Start by transitioning with this sentence:

**“Okay, this really does sound like something I'd like to be a part of. So let's do this. Let's make this happen. I've got two options that will cover your needs based on what you've told me. Option #1 is....”**

### A) “Stacking the Cool”

*This is your high-end offer where you give a TON of value. Offer this first and make it most attractive.*

### B) “Subtracting the Cool”

*This is the pared down offer that delivers less value for (typically) 80% of the cost of option A.*

# 16 Potential Components for Packaging A Killer Offer

1. **Books**
  2. **Online training for all attendees**
  3. **Webinars - small group or for everyone**
  4. **Custom promotional video for the event**
  5. **Breakout sessions**
  6. **Full-day session**
  7. **Half-day session**
  8. **Event improvement analysis**
  9. **Officer or board Training**
  10. **Advisor or manager training**
  11. **Book signing**
  12. **Speech customization**
  13. **Implementation strategy guides**
  14. **Mini-Posters**
  15. **Audio MP3 link for attendees**
  16. **Video of the keynote for attendees**
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