

AMBER RENAE  
*presents*



F R E E D O M  
F U N N E L S

# SALES AND CONVERSIONS

Irresistible Offer



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## IRRESISTIBLE OFFER

In this lesson you'll learn how to create a 'mic drop' offer that gets your dreamies yelling,  
*"Hold on! Let me get out my credit card!"*

Now to be clear, your offer is not your program or your product. It's the vehicle which sells your program or product.

Having a good product is super important. But unless you package that product up into a fancy offer that gets your buyers excited, then you're really going to struggle selling it.

So today we're going to be getting creative and learning how to develop a truly high-converting offer.

### IMPORTANT

**Always test and tweak your offers!**

*You can get up to 10x the sales on the same product when it's framed in a different offer.*

#### FOR EXAMPLE,

*Irina had been doing webinars for 6 months with no real sales or success.*

*When we re-packaged her product into a brand new offer,*

**0 SALES > \$1500 SALES PER WEBINAR!**

*Same webinar, same funnel, same product, same price,*

**DIFFERENT OFFER.**

So in this lesson we're going to map out a few of the key elements here below and put them all together in coming lessons, so be sure to spend a little time here as it's going to save you time later when it comes to writing your sales page, and even in the coming modules on email creation and building funnels.

*Focus 90% of your effort on the transformation!  
Only 10% should focus on the program or product delivery.*

### REMEMBER

**Your client is buying the destination,  
not the plane ride.**

*Download your Freedom Book!*





## WHAT IS THE ACTUAL PROBLEM YOU'RE SOLVING?

Now you've already touched on this in your Brand Identity lesson so feel free to refer back to that for some inspo, but by now you should have a much clearer idea of what your dreamies' real problem is.

### REMEMBER

**Don't start with the solution -  
always start with the problem.**

You want your offer to both alleviate pain and satisfy a desire.

The deeper the pain and the desire, the better.

All good offers are emotionally driven.

We all want more time, money, love or better health.

So ask yourself things like:

*How much time does it cost them being stuck in this problem?*

*What is the financial cost to them being stuck in this problem?*

*What does it cost them emotionally being stuck in this problem?*

*What is the health cost to them being stuck in this problem?*

List out 5 pain points now!

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_



## **DESCRIBE WHAT YOU DO FOR YOUR CLIENTS**

Do it in a way that makes sense in less than 30 seconds.

If you want to create an offer for a product that gets people to buy, you absolutely must have a clear, easily identifiable outcome. They want a specific solution where their investment will create a tangible result.

**FOR EXAMPLE,**

*“More confidence”*

vs.

*“You help people with confidence to create a better relationship with their partner, or get that promotion and recognition at work”*

Without a clear path, the offer is unconvincing.

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## **WHAT DOES LIFE LOOK LIKE AFTER YOUR PROGRAM?**

On the next page, list out the benefits or the outcomes – describe what their new life looks like.

*What will your clients gain? What is the transformation they will have? How will their lives be different?*

You really want to paint an emotional picture here and tie it back to their pain points,

A great way of doing this is by starting with your profitable topic idea, then asking the phrase repeatedly “so that they can” and keep filling in the blanks.

**FOR EXAMPLE,**

I’m helping them build an online business *so that they can:*

Wake up and do what they love,

Not have to worry about their boss or their bills (PAIN POINT), and

Create a legacy for themselves and their families.

### **#HOTTIP**

***I like to refer back to your Idea Validation survey and look for any recurring themes or comments in your MBP to help fill this one out.***



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## **BRAINSTORM ANY POTENTIAL PROGRAM INCLUSIONS**

*What will enhance the learning experience?*

I've listed a few common ones below to help you get started,  
but by all means come up with your own.

- *Facebook group*
- *Welcome call*
- *Live event*
- *Q&A access*
- *Whatsapp group*
- *Done-for you templates*
- *Support from you – email? DM?*
- *Accountability groups or buddies*
- *Membership portal*
- *Group coaching calls*
- *Done-for-you services*
- *1:1 sessions*
- *After-program access*
- *Gamification*
- *Physical gift posted out*

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## **OBJECTIONS / RISKS**

List out the top 10 objections/risks people will have to not buy your program.

This is one of the most important parts of any offer, because you're about to outline all of the reasons why people will NOT buy your program.

Then we're going to break those objections!

So map out at least 10, more if you have them. Just brainstorm, even ask your MBP.

Do whatever you can to think of these.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Now go back and choose the 3 biggest, most painful objections that would stop people from buying from you.

Then on the next page, I want you to match up 3 potential program inclusions that will overcome those 3 objections.

### **EXAMPLE #1**

#### **OBJECTION**

*I fall behind in group programs and I'm scared this won't work for me, I need a little more attention.*

#### **INCLUSION**

*Weekly group coaching calls where you can talk to me specifically about your needs and ask me anything.*



**EXAMPLE #2**

**OBJECTION**

*I don't know anyone doing this, and I really can't do this alone.*

**INCLUSION**

*Private Facebook community and mastermind to help you connect and get support and encouragement*

**EXAMPLE #3**

**OBJECTION**

*That sounds like a lot of work, I wouldn't know where to start, can someone just do it for me?*

**INCLUSION**

*Done-for-you scripts, swipe files and templates that you can plug straight into your business*

These inclusions could already be included in your curriculum.

This isn't about creating more content, just packaging up what you've got already in a way that handles objections.

**OBJECTION 1:** \_\_\_\_\_

\_\_\_\_\_

**INCLUSION 1:** \_\_\_\_\_

\_\_\_\_\_

**OBJECTION 2:** \_\_\_\_\_

\_\_\_\_\_

**INCLUSION 2:** \_\_\_\_\_

\_\_\_\_\_

**OBJECTION 3:** \_\_\_\_\_

\_\_\_\_\_

**INCLUSION 3:** \_\_\_\_\_

\_\_\_\_\_



## **BONUSES**

*The idea of bonuses is to break objections or to enhance the learning experience.*

So the 3 inclusions you've just identified would be your first 3 bonuses,  
and you can add more from there.

You likely want to include between 2-5 bonuses. Anything more than 5 and it gets confusing.  
If you do come up with more than 5, I would list 3 on the sales page then use any additional bonuses  
during your email sales sequence.

Don't include more content here. Identify anything your audience really struggles with which is  
complimentary to the program but not something you would include the curriculum.

You can structure bonuses to build in authentic urgency and scarcity like:

### **GET OFF THE FENCE BONUS**

*Anyone who buys in the next 24hrs get X bonus*

### **FAST-ACTION BONUS**

*The first 10 people who sign up get X bonus*

### **PAY IN FULL BONUS**

*When you pay in full you get X bonus*

### **DOORS CLOSING BONUS**

*Doors are closing in 6hrs, sign up before then and get X bonus*

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_





## **GUARANTEE: MITIGATING RISK OR RISK REVERSAL**

### **THIS IS NOT LEGAL ADVICE.**

This really is a personal decision, however, please seek legal advice on any local law refund policies. So what I'm sharing with you here is guidance only and it will be up to you to do your own research and see what feels right for you.

This is where we decide on a refund policy, or any *try before you buy*-type feature like a free trial.

My personal opinion is that your refund policy should be related to the length of your course and should certainly be no more than 50% of the course length. So if your course is 8 weeks, I'd be offering no longer than 4 weeks, maybe even 2 weeks, as a refund period.

If your course has any live calls or coaching then perhaps you offer a shorter refund period or none at all. You're totally within your rights to set up your refund however feels right for you, providing it is legal in your local area.

I'm currently offering a 30-Day Money Back, "*Do The Work Guarantee*".

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## **CALL TO ACTION**

Create a clear call to action so people know exactly what to do to take the next steps:

*Click here, buy now, order here, DM me now, message me*

I like to add in the outcome when creating a CTA, for example:

*Click here to live your laptop lifestyle now!*

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## **CONGRATS!**

*You've just mapped out a truly irresistible offer!*

*This will form the basis for all of our sales communication, from our email sequences to our funnels and even the content we put out across socials.*

*Have fun and I'll see you in the next lesson!*

