



A copywriting
guide:

Creating a
winning offer

Why your offer is so important.

Every now and then you'll want to create an offer to tempt your customers.

It could be to give flagging sales a boost.

It could be to launch a new product or service.

Whatever the reason, it's vital you understand your audience to make sure what you offer them is spot on.

Here are 7 tips to help you create an irresistible offer that will have people queuing up to part with their hard earned cash.



7 tips to help you create irresistible offers.

1. Audience

Knowing your audience is vital.

- What problems do they have?
- How can you make their life better?
- What are they looking for?

If your audience is mainly hormonal teenagers, they'll be more receptive to an offer on your new wonder acne cream that will leave their skin spot free, than a new pension product.

2. Value

To make your offer irresistible, its value must be greater than the cost of the item. That's why offers from companies like Groupon work so well. Who's going to say no to a spa break that's 80% off the normal price?

7 tips to help you create irresistible offers (cont.)

3. I want one!

Have you noticed that whenever Apple bring out a new product people queue up for it (all night)?

That's because the die-hard fans want to be the first to own the new gadget. Then, as they tell the world how amazing it is, you get another rush of people who don't want to be left out. After all, if all the die-hards have it, it must be good. Right?

To harness this effect, get people to try out your product and then talk about it. These testimonials will fan the flames of desire.

4. Take away their pain

Your customers are looking for a solution to a problem. They also want to experience pleasure once their problem is solved.

A holiday will elicit a feeling of pleasure, but it's short-lived. Offer balding men a product that restores their hair, therefore making them more attractive to women, you're not only solving their problem, you're offering additional benefits that will give them lasting pleasure.

7 tips to help you create irresistible offers (cont.)

5. Keep it simple

Don't over complicate things. Stick with the good old "2 for 1", or "become an expert in a week" – something that's easy to understand.

6. Guarantee

Money's tight so people will be more inclined to buy your product if they know they can return it for a full refund if they're not happy – no questions asked. Plus, it shows the confidence you have in your product.

7. Incentives

You audience might need a bit of persuasion to part with their money. These incentives are great motivators:

- **Exclusivity** – only a certain class can afford it (aspirational offer)
- **Scarcity** – stock is limited, or the offer is only available for a limited time

Next time you create an offer, try these tips and make sure it's so irresistible your customers will just have to buy.

Get in touch....

I hope you found this short guide useful.

I'm constantly writing new guides, so come back again to see what's new.

If there's something you'd like to learn about that I haven't covered yet, drop me a line and let me know.

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