

The Essential Offer Creation Formula



Scott Cantrell
Real World Magic

1-888-810-8303

www.RealWorldMagic.com

How To Quickly & Easily Create An Offer That Fulfills Your Market's Desire & Fills Your Wallet At The Same Time!

Here's the simple straightforward process to creating products and services that will fulfill your clients' desires and grow your business!

Step 1: Find Out What They Want!

First, clearly state and identify whatever your target market's desire truly is. Look at all angles before you determine for sure what your market actually wants. You may think your market just wants lower prices, but in fact what they may really be seeking is confirmation that the offer they bought has value above and beyond the purchase price. Instead of lower prices, they simply want to get rid of any sense of buyer's remorse they may be feeling.

So be sure you clearly identify the real desire and not just a hollow symptom of that true desire. You can do this by observing them yourself, asking them, or formally taking some kind of poll or survey. Before you create any offer though, you must know what your target market really wants!

Step 2: Describe What Product/Service Would Satisfy That Desire.

Determine what service or tangible product would have to exist to fulfill that identified desire. Whether you can actually provide it or not is not important right now. You must first figure out what would fill that want and need. Would a new service or product fulfill the desire? Would greater value or new information fulfill the desire? Simply answer, what fulfills your market's desire?

You can find this out just by asking them the question, "what do you want from my business?" Ask them in conversation. Ask them in a survey. Ask them through requested comment cards (cards you ask them to fill out). Observe their behavior. Listen to what they say. Look to your competition to determine what they are providing and how they are providing it. Make a clear list of the benefits and desires that your target market wants fulfilled. This list represents the future of your business – the services you will offer, the products you develop, and the information you provide.

Step 3: Develop That Product/Service Offer.

This is the most difficult part of this process. Now that you know what your clients desire, and you've determined what it is that fulfills that desire, you now have to find a way to provide that new service, product, information, etc.

At this point, a few scenarios can come about. You can work to create the product or service to fulfill the desire yourself. You can provide a level of

information and education to give your clients what they desire (i.e. through a report, workshop, seminar, website archives, etc.). Or you can find someone else or another business that can fulfill your clients' desire and work out a joint venture with them where you would use their product or service and endorse it to your clients. You and your partner business could do a profit split if you wanted to. The partner business will be getting additional business and new clients and you in turn will be providing your clients a new benefit and fulfilling their desire.

The Last Word

Well, there you have it, a simple easy way to fulfill your market's obvious and immediate desires. Don't underestimate the power of this process just because it is so simple. The power in fulfilling your clients' desires is enormous, in fact, it's everything, and you should absolutely work with other businesses if that means giving additional benefit to your clients and it may even mean creating some extra profit for both parties.

About The Author

Scott Cantrell travels all across the US delivering custom presentations to business associations and corporate organizations providing them the tools, techniques, and concepts to attract more clients, maintain client loyalty, and discover hidden assets they can leverage for growth and higher profitability. He also works directly with Chambers of Commerce and other associations in developing member acquisition and retention programs.

For More Articles & Information Regarding Scott's Programs Contact:

Scott Cantrell
Real World Magic
1-888-810-8303
Scott@RealWorldMagic.com
www.RealWorldMagic.com

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