

*How To Make Your Offer*

# **TRULY IRRESISTIBLE**



by *Lisa Sasevich™*

*How To Make Your Offer*

# **TRULY IRRESISTIBLE**



by  
*Lisa Sasevich™*

Copyright © 2017 Lisa Sasevich  
All rights reserved.

## HERE'S WHAT'S INSIDE...

Introduction .....	<b>1</b>
Boost Your Sales.....	<b>3</b>
The 7-Figure “Sell Without Being Salesy” Blueprint .....	<b>7</b>
Why Speaking Free Leads to “Show Me the Money” .....	<b>11</b>
The Mindset Behind the Money .....	<b>17</b>
Don’t Focus on the Service Delivery...Focus on the Outcome .....	<b>19</b>
Are You Doing the Heavy Lifting for Your Competition? .....	<b>21</b>
How to Put Together Your Irresistible Offer .....	<b>24</b>
How to Leverage One-to-Many Selling.....	<b>29</b>
Here’s the Speak-to-Sell Signature Talk Formula.....	<b>34</b>
About Lisa Sasevich .....	<b>46</b>

## INTRODUCTION

If you're tired of being the best kept secret in your field, today is your chance to transform that forever. And if you LOVE what you do, but HATE the “sales part,” you're in for a treat! I'm known by many as the Queen of Sales Conversion, and I help heart-centered entrepreneurs discover how to exponentially boost their sales using Irresistible Offers to get massive results... without being “salesy!”

After 25 years of winning top sales awards and training senior executives at companies like Pfizer and Hewlett-Packard, I left corporate America and put my skills to the test as an entrepreneur. In just a few short years I created a multi-million dollar home-based business with two toddlers in tow, looked around and noticed that industry leaders in business consulting, personal development, health and wellness, and online marketing started to show up to my trainings to learn what I had to teach. I scratched my head and thought, “Wow. Obviously something is working for me.” Word was getting out.

I teach experts who are making a difference how to get their message out, and today I'm excited to be sharing with you the exact training that attracted all of those big-hitters. This is material you can apply right away to make a huge difference with what you're up to as an entrepreneur, an expert, a coach, a consultant, or as a service professional.

If you're reading this, I already know that you are an agent of change. I know that YOU HAVE SOMETHING TO OFFER. You are somebody who is out there wanting to make a difference and make great money doing what you love.

Today is your day to grab what I call your “unfair advantage.” I want to show you

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

the exact tools I've used to up-level my small, home-based business from doing about \$80,000 a year as a one-on-one coach, when every new client meant less time with my newborn or less time with my three-year-old. Using these strategies I'm about to give you today, I was able to leap to over \$2 million in sales in just a ten-month period. Then, within a five-year period, I was able to expand my reach and serve people in 134 countries while doing over \$25 million in sales, and most important, I was able to have the satisfaction of knowing that I'm getting out there, doing the work that I was made for. And that's really why I wanted to write this book – to give you the tools you need to get out there and do the work that you were made for, and to be able to have the structure to make your Irresistible Offer with confidence so your ideal clients can say “yes” to themselves, on-the-spot, by working with you.

My hope for this book is that it helps change the way you look at selling and empowers you to create your “unfair advantage” using Irresistible Offers today!

To Your Success!

*Lisa Sasevich™*

## BOOST YOUR SALES

I'm so excited to share with you how you can make one of the biggest shifts in your business to date - here's what you will get from this book:

1. Exactly what an offer is and 3 secrets to designing a truly irresistible offer, versus a bundle of fluff no one wants to buy.
2. The Mindset Behind the Money, including simple, no-cost things you can do right away to instantly double or triple your sales during live presentations.
3. The secret to inspiring someone to act now... without being pushy or salesy.
4. And most important, how you can be confident and ready to attract more clients and close more sales as you share your wonderful and unique talents boosting your own sales that lead to your Irresistible Offer.

I'm going to share with you exactly how you can use your Irresistible Offer to give yourself an unfair advantage whether you're a seasoned veteran or just starting out.

The thing that I want to share with you today is the reason people have been seeking me out in all industries and from all over the world, doing all kinds of amazing work, just like the amazing work you do.

I remember the day that Brian Tracy enrolled in one of our courses. This man studied the material; in fact, he went through every single page of the same material you are going to learn about here. When I finally got to meet him in person, he was reciting things back verbatim from this training. He's an amazing stu-



## *How To Make Your Offer* **TRULY IRRESISTIBLE**

dent! He was the person who ushered me in as I spoke for two years in a row to the National Speakers Association on this very topic. I remember him sharing on stage at the National Speakers Association that “Lisa offers the greatest ideas on marketing and sales I’ve ever seen.” I thought that was so generous, and with all of the great models that he knows and how much he’s been out there, it got me curious as to what was Brian seeing over here that would have him so interested and diving so deep into our work.

What I found, which is exactly what I’m going to teach you today, is the same thing that I’ve been able to teach people now in over 134 countries – how to give yourself an unfair advantage and to be able to be out there serving people the way that you always dreamed.

In fact, I remember looking out into one of my training audiences a few years back and there was John Assaraf from the movie “The Secret” sitting in the audience. For those of you who love the step-by-step approach, who love systems, I want to share his comment with you: “I have access to anyone in the world I want to learn from, and Lisa Sasevich has the best systems on the planet right now.”

I’m excited to share with you how you can get out there, and really put in the structures that will make it easy to inspire the right people to say yes to themselves and work with you. The same thing I’m about to share with you has contributed to greats in the internet marketing industry – Jeff Walker, who became a NY Times #1 Best Selling Author for his book *Launch*, for example. He made his Irresistible Offer on Brendon Burchard’s stage, and he did around \$300,000 in sales in about 90 minutes. Frank Kern, one of the world’s mostly highly paid internet marketers and copywriters has gone through our training on how to

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

make your Irresistible Offer. I remember him sharing this video saying he came to learn how to make his Irresistible Offer from the stage and he ended up creating a whole new system within his business.

For those of you who are in the corporate space, those of you in education, those of you in government, and in environments where you might think, “I don’t know that we could use Irresistible Offers” – I want to really encourage you to stay open. I’m going to show you a lot of examples today of how different people in different businesses are using this unfair advantage. The structure I’ll show you will allow you to make your offer in many settings in a way that really works without being salesy.

If you have a non-profit interest, what I’ll teach you today about Irresistible Offers has helped us to raise anywhere from a hundred thousand to a quarter million dollars per year for different charitable organizations using our Irresistible Offer structure and the way we present it.

Making Irresistible Offers has given me such a cool life to be able to travel at my discretion, and also for me to be able to NOT travel so I can be the parent that I had children to be this kind of parent for. I can be there for them. I can be there at my daughter’s gymnastics meets, at my son’s basketball games. Whether you’re traveling 200 days a year and you’re done with it, or you feel like you’re chained to your desk and you want to travel more, this is the key to creating a life you love and getting your message out into the world. I’ve gone to Australia. I’ve gone to Thailand. I’ve been able to travel everywhere. You can use what I’m going to show you today to really crank up the dial on your travel. Or if you’re someone who is sick of travel, you’re able to use it virtually from home. I’ll show you examples of both.



## *How To Make Your Offer* **TRULY IRRESISTIBLE**

The beauty of this method – and why I’m so excited about what I want to share with you – is how simple it is. The unfair advantage you give yourself comes from mastering one tool, and that tool is the ability to make Irresistible Offers.

There are a lot of people out there who are spending a lot of money and a lot of time with things like bringing in new traffic, and attracting new leads, and all the things we do to get seen and get known. But unless you have worked on what I call your “Sales Conversion Machine” where you can make an Irresistible Offer online or offline and be able to inspire someone to say “yes” to themselves on the spot, all of those new leads, and that TV exposure, and radio air time, and traffic that you might be getting on the web, none of it is really serving you. It might feel good, but is it really making that deep and lasting difference you’re committed to for others and also for your own lifestyle?

## THE 7-FIGURE “SELL WITHOUT BEING SALESY” BLUEPRINT

Below is my 7-Figure “Sell Without Being Salesy” Blueprint, sometimes called my 7-Figure “Work-From-Home” Blueprint. This blueprint really is the key to how my business has been able to do millions of dollars every year and serve people on such a high level, and I still work from home with a very small team. I still drive my kids back and forth to school at least half of the time. I have some nanny support, admittedly, but I’m able to be there for my family and for myself the way that I always dreamed about.

*Lisa’s 7-Figure*  
**“SELL WITHOUT BEING SALESY”**  
*Blueprint*



*Exactly what an offer is and 3 secrets to designing a truly Irresistible Offer, versus a bundle of fluff.*

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

If you take a look at my 7-Figure Blueprint, you'll see the heart of the whole thing is the Irresistible Offer. In my business – and I really suggest this for your business – everything leads to the Irresistible Offer. I like to be very efficient. I like to do one thing that gets me a lot of results, and I'd like to show you how to do the same, so you can make what I call these “elegant moves,” one move that gets you big results.

In the heart of it all is the Irresistible Offer. We have three different routes of how people discover us that lead to that Irresistible Offer. The main route or tool I've used – what I call a “discovery model” – is speaking, and that is getting out there live. Literally, when I lived in New York, sometimes I was speaking in somebody's studio apartment with me standing against the door, two people sitting on the bed, someone on the kitchen counter, and someone on a desk chair in front of the bathroom (you know what those New York City studios look like!). I started off speaking to small groups, and eventually found myself speaking to large stadium groups surrounded by superstars.

Speaking has been one of the ways that I've been able to get my Irresistible Offer in front of people all over the world. This includes live speaking and virtual (meaning teleseminars and webinars). All of those things can lead to the Irresistible Offer.

The second way we bring people to our Irresistible Offer is through our high-ticket selling approach. This is when you're literally in a one-on-one conversation live or possibly through the phone where you're able to make your Irresistible Offer. There's a particular structure for that.

The third way is through online promotion and, of course, delivery. This would

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

be teleseminars and webinars – being able to attract people and make that Irresistible Offer using the simple tools of your phone and your computer.

When it comes right down to it, there's one main discovery model between speaking, high-ticket selling, and online promo and delivery. The one tool that really serves all three and the first thing to put in place, hands-down, is the speaking. This is because in the high-ticket selling world, you need to be able to attract those leads somehow, those prospective clients, those ideal clients just waiting for your help, and being able to speak is the key to being able to really attract them on a deep level where appointments stick and sales are almost pre-made before you even start to talk.

With online promotion and delivery – whether you're doing a video launch, a teleseminar, a webinar, being interviewed – the core of all of that is being able to open your mouth and speak while having a structured, organized way to lead to your Irresistible Offer.

Since speaking is so critical, I wanted to show you something, because you know I mentioned all these great people – John Assaraf, Brian Tracy, Robert Allen – folks that have been out there. I say those three in particular because all of those guys have been out there speaking for at least 30 years. Why are they suddenly coming over here and learning our model of making your Irresistible Offer using speaking to lead to it? I want to show you something that not many people know, something that even the greats are just starting to understand, which is why they flock to our trainings.

When you think of speaking you usually think of the kind that the National Speakers Association and professional speakers are out there selling which is

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

called fee-paid speaking, where you're a speaker or an educator, and you've got to be pretty slick. You have to have really good presentation skills and/or have video of you speaking. It kind of "takes a gig to get a gig," you know what I mean? You've got to go out there and sell your speaking, sell your training. That's the fee-paid model. And honestly, it's not something that I can teach you a lot about. It's not what we're talking about here today. It's the thing that I think has many people avoid speaking. You know that old saying, "I'd rather be in the casket than give the eulogy"? That's what people think of when they think of someone getting up there to give this very important speech.

## WHY SPEAKING FREE LEADS TO “SHOW ME THE MONEY”

I want to introduce you to another kind of speaking that’s actually kind of fun. It’s full of self-expression. It’s all about what you’re about, which is giving and making a difference, and I think you’ll see in just a moment that for around 98% of people who are going to open their mouths and use speaking as a way to build their business, it is way more lucrative than the fee-paid speaking model. We call it Speaking Free, and it’s about getting out there and giving a big and lasting transformation. You’re inspiring 100% of the right people in your audience to say “yes” to invest in themselves and to take that free training that you gave that day to a deeper level with you, whether it’s through your service, through coming into your office, through your practice, through your training, your education, buying your book, going through your online course, working with you as a coach. You fill in the blank on what your next step is going to be for them.

Let’s take a quick peek at how speaking pays. It’s “Show me the money” time! When you speak for free, the whole problem with getting booked is literally eliminated compared to what it takes to get out there and get booked and paid to speak. If you can show you’ve got a good topic that provides value, there are unlimited opportunities to speak for free. Organizations are looking for great speakers with interesting, perky topics. And for ladies reading this, you are in such high demand right now! Everyone is looking for powerful women speakers who have done the work to structure their Irresistible Offer and their talk.

I lived in Tucson, Arizona, when I started to go out and get in front of audiences with my talk. But before that, I had been fired from my dream job. I was working in a personal development company, loving what I did. The owner decided



## *How To Make Your Offer* **TRULY IRRESISTIBLE**

it wasn't a fit anymore, and all of a sudden, the thing that I thought I would be doing forever was gone.

So I took that and thought, “You know, let me try to get out there with the thing that I've been doing to help so many companies, to help in corporate, to help in personal development, to help in business,” and that was making Irresistible Offers, the very same thing we're talking about today.

I would go out and find average audiences of about 30 people. This is usually the kind of group you see meeting in the back of an Olive Garden restaurant or Marie Callender's. You know, that extra room they have back there with the accordion doors that you can totally hear the restaurant through? That's the starting place for a lot of speakers. There would be about 30 people there, and it would usually be some kind of a small business owner's group or a chamber of commerce. I would have an offer ready, but I didn't have any products at that time... I didn't have anything really figured out! I just knew that I could help people. I could coach people. I wasn't even a certified coach, and I'm still not.

I had an offer for \$297 dollars to have two coaching sessions with me, and by the time I talked about Irresistible Offers, around six people would say “Yes” – about 20% of those people that came to that lunch that day. I would walk out with six sales of about \$300, which added up to \$1,800 total per gig. I had a newborn and a three-year-old, and I would literally drop my kids off at the Jewish Community Center in Tucson. My then-husband was in a fellowship becoming a heart surgeon so he was gone almost all the time, and I was trying to make it happen.

I'd drop my kids off and go to the venue. I'd speak. I'd make about \$1,800 on average, and be done by 2:00, go grocery shopping and pick my kids up by 3:30. On

## How To Make Your Offer **TRULY IRRESISTIBLE** 📈

the days in between, I'd deliver those coaching sessions. My goal was always to speak once a week when I started, which usually wouldn't pan out. I'd have two gigs one week, nothing, and then one gig, and then nothing. So, it averaged out to around three speaking gigs per month. I'm being conservative here, so you can really see what the actual numbers are.

That quickly added up to a \$5,400/month base. We're talking a \$65,000/year base. Who here would love to have a \$65,000/year base with that kind of minimal work? And that's not to mention being able to offer additional consulting or coaching to those clients. Now remember, this was just from my local area. I wasn't flying anywhere, so there was almost no expense.

Then I got out there and started getting in front of bigger audiences with around 50 people, because people would say, "I'm also in this group, you should come speak there." I had the same conversion, about 20%, so I upped my offer to \$497. At that point my offer was for 1 private coaching call, and then they would jump onto a five-call group tele-series where everyone I had as clients at that time would hop on the line and I'd walk them through the curriculum. I could do that about every two months. That was working really well and I was making about \$5,000 each gig. Just with a little bit bigger gig, and I wouldn't get as many gigs. I got about 2 a month, but look at the numbers. Now we were at \$10,000/month, which is the magic number for most of us. That was my dream amount – if I could just figure out how to make \$10,000/month that meant a \$120,000/year base.

### HOW SPEAKING FREE PAYS

- Average audience of **50 people**
- 20% conversion = **10 sales**
- \$497 offer = **\$5,000 per gig**
- Speak **2x per month**
- Total = **\$10,000 / mo**
- **\$120,000 per year!**

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

I had discovered how to get out there with literally no products and no online presence. All I had was an AOL email address, and I was processing money through PayPal. I was able to get out there with my passion and be able to make a difference and make great money, just like any of you can today with your passion. I was making \$120,000/year base with two toddlers in tow, doing it myself in Tucson, Arizona.

Then what happened is my youngest, Sierra, hit one year old and I thought, “You know, I’m ready to get on a plane and take my show on the road to speak.” Well, the universe provides, and I got asked to speak at a Master Trainer Camp in Santa Barbara. By this time, I had written down the things I knew into an e-book. I didn’t have any physical product, so it was just an e-book called The Invisible Close. It actually started as Boost Sales Using Irresistible Offers and it became The Invisible Close over time. That’s the beauty of speaking... you can figure out your brand, real-time.

So, I had the e-book and I had my Power-Hour where I was now charging \$250 for an hour of coaching. I also had a coaching series at the time where you could get three sessions for \$697, and in my hip pocket, I had a \$2,000 offer for 10 sessions.

I had flown to Santa Barbara and was getting ready to get on the stage at this Master Trainer Camp where they had invited me for a “Breakout Session,” and I was so new to speaking that I didn’t even think to ask how many people would be there. I was thrilled just to have my first “real” speaking engagement! I drove up into the mountains to a retreat center, and I ended up at a 60-person event. But if you think about it, if I had a Breakout Session at an event where you’ve got three different speakers and 60 people, I only stood to have about 10-20 people

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

in my room. But even with only around 20 people, I was still happy to be there. Then I realized that I had my talk with me. I had my laptop. I had been doing my talk around Tucson. I had my offer. So I went to the host and said, “You know what? If anybody can’t make it up that treacherous hill... I just want you to know that I’m ready and I can go on the main stage any time. I’ve got my order forms. I’ve got my presentation that I’ve been giving for the last year in Tucson.” She said, “Okay.” Sure enough, the second day after dinner for the evening spot... the person didn’t make it. Literally, they couldn’t get their car up that hill!

So I went onstage, I gave my ninety-minute talk, I made my Irresistible Offer, and to my own surprise I made \$10,000. I made \$10,000 from one talk. From making my Irresistible Offer, from giving this free talk... \$10,000. This changed my world. Of the 60 people, about 12 of them signed up. It felt like a whole rush of people – I couldn’t believe it! When I went to bed that night, on my squeaky little cot, I had this realization. And I remember that Suzanne Falter Barns, my now long-time good friend and another great marketer, was in the cot below me. I was in the top bunk, and every time I moved, the whole thing squeaked. I remember just lying in bed that night and thinking, “This is life-altering. I’ve been struggling to make \$10,000 a month. I’ve been grateful to make \$10,000 a month. What if I could make it in one talk?” This is why the greats are all learning this model, right? Most people out there getting paid to speak aren’t even billing \$10,000 up front, and you guys, this is base. This is one talk.

So I’m in my squeaky little cot and I’m dozing off, and I’m starting to think about my dad. He just passed away a few years ago, but I believe he was 82 at the time of that speaking gig, and I was lying there thinking about him. Now something you may not know about my dad is that he was an entertainer. He got on stages

## How To Make Your Offer **TRULY IRRESISTIBLE** 📈

all the time. His name was Eddie Garson, and he was a world-famous ventriloquist. A lot of people tell me they've seen him, because he was on the Ed Sullivan show twice. He played Radio City Music Hall in New York, solo, on that huge mile-long stage opening for Xavier Cugat. He played the Moulin Rouge. He traveled all around the world with his dummy, Chico Chico.

And I was lying there on my cot in California, and my dad was in Miami Beach, but it was like he sent me this message. You know how your aging parents sometimes say the same things to you over and over again, and it's like they just want to make sure there are a couple of key things they get into your mind before they pass? Well, I heard this one thing that my dad had been saying to me for years, but I always kind of poo-poo'd it. I listened and nodded my head, but it had never sunk in the way it did that night.



And what my dad always said to me that I truly heard for the first time that night was, “Lisa, don’t change your act, change your audience.” It was in that moment that my dad lifted me up and gave me my unfair advantage. He showed me a new possibility and opened my world to be able to create anything, and to be able to show others as passionate as I am about getting their work out in the world, how they too, how you too, can create anything you want with your passion, with your expertise, with your business. *Don’t change your act, change your audience.*

## THE MINDSET BEHIND THE MONEY

The talk that I did, that act – that Signature Talk as I like to call it – that I had been practicing locally then went to do for the first time on the road really became the cornerstone for the thousands of people, the millions of dollars, the huge transformation that has happened out of that moment. And I’m here to give that to you today, so you too will have the ability to create your act and have an Irresistible Offer, just like in my 7-Figure “Sell Without Being Salesy” Blueprint where everything leads to that offer. You would have your act that would lead to that offer, whether it was online, offline, teleseminar, webinar, video, live-stage, interview, TV, radio, blog, podcast...You name it. This is the key to having all of it be elegant and simple.

What we’re going to dive into now is the mindset behind making an Irresistible Offer. I’m going to show you specifically what I mean by an Irresistible Offer and why you’d want to make one – aside from what I’ve already shared – and we’ll dive into some secrets to crafting that Irresistible Offer that you can start using right away. Then I want to give you a peek at how you can create your own act, your own Signature Talk that leads to that Irresistible Offer.

**The mindset behind the money**, including simple, no-cost things you can do right away to instantly double or triple your sales during live presentations... big or small.

The most important thing to understand about an Irresistible Offer is the word “offer.” What is an offer in the first place? It really is made up of just two key parts. In fact, this is like a little math equation you’ll see here, but I promise



## *How To Make Your Offer* **TRULY IRRESISTIBLE**

it's the only math we'll do today (aside from adding up all that money you can make from speaking free!).

### WHAT IS AN OFFER?

An offer is the outcome or transformation that you uniquely provide – that unique difference that you make – plus the way that you provide it, which we call “service delivery.” So, it's the outcome or transformation that you uniquely provide plus the service delivery. So, maybe you help people find the relationship of their dreams, and you do it through one-on-one coaching as your service delivery. Maybe you help people to set their finances, or their life insurance, or their HR needs up for a legacy, or to take care of everyone in the company or the family, and the way that you do that is through one-on-one consulting. Maybe you help people online to get more traffic and get more exposure with what you do, and the way that you do that is through online service delivery using modules of some kind or through an online platform. Maybe a live event is your service delivery. Maybe your book is how you deliver your outcome, or maybe you use teleseminars. The list goes on and on - there are all kinds of ways!

$$\text{OFFER} = \text{OUTCOME (90\%)} + \text{SERVICE DELIVERY (10\%)}$$

When we look at what an offer is, the important thing is that when you're making your Irresistible Offer and you're doing your Signature Talk that leads to it (we'll get to your Signature Talk in the second half of the book), the important thing is that you focus 90% of your energy, your words, your intention, your copy, focus 90% on the outcome, on that transformation or destination that your client is so hungry for, and focus only about 10% of your words, your energy, your time on how you're going to provide it – the service delivery.

## DON'T FOCUS ON THE SERVICE DELIVERY... FOCUS ON THE OUTCOME

When it comes to making their offer, most people do a great job giving great value, but then when it comes to making the offer, they switch into 90% service delivery. “You’re going to get five 50-minute coaching sessions,” or “You’re going to come to our 3-day workshop that’s 9 hours every day,” or “You’re going to get my 300 page eBook,” or “180 tips on how traffic converts.” We all fall into service delivery mode, and honestly, with how overwhelmed people are with information overload these days, focusing on the service delivery is actually taking away from people being able to step forward toward your offer.

I really want to drive this home. When you present your offer, *focus 90% on the outcome*. Maybe you’re focusing on how easy it will be to be yourself no matter what situation you’re in, how easy it will be to be a leader for the people that work for you and have them respect you, how you can have the thrill of having financial freedom, of having invested your money right, and having your money work for you, or the freedom you get from having your work online. Plug in what you do.

You focus 90% on the outcome. The service delivery is only 10%. “And by the way, we deliver that through private coaching,” or, “By the way, we deliver that through a quarterly meeting,” or, “By the way, we deliver that through our eBook.” The service delivery is only 10%, and the outcome is 90%. That is what people are buying... they are buying the outcome.

Here’s an easy way to think of it. Remember, *they are buying the destination, not*

## How To Make Your Offer **TRULY IRRESISTIBLE**

*the plane.* So, you want to stop selling the plane.

Why make an offer? “Won’t people just hear how great I am and find me on the web, or Facebook, or keep my business card?” Here’s the really hard truth. And I’ve been doing this for a lot of years now, both for other companies and now for my own business. It is a disservice not to make an offer. And it’s a disservice in more ways than you might realize.

There’s the obvious disservice that here’s someone that came to you looking for transformation. They’re overweight, or they have high cholesterol, or their hormones are all out of whack or they want to learn how to communicate with their team, or their animal, or their teenager, or their boss, right? And if you give them some great information in your talk and you inspire them, but you don’t give them an offer where they can really step forward and take it even deeper with you, it’s inspiring, but it doesn’t give them the chance to say yes and grab the transformation that they are so hungry for.

I know for some of you, the offer is going to be, “Come into my office and make an appointment in my practice.” Or it’s committed appointments sometimes. Sometimes it’s to opt in here, so that I can stay in touch with you, and then you might have a sales conversion process that you do online. And for most of you, you’ll use this to make your offer right on the spot, just like the early examples I showed of me in Tucson.

## ARE YOU DOING THE HEAVY LIFTING FOR YOUR COMPETITION?

The other disservice – and please don’t shoot the messenger on this one – is that if you’re out there educating, giving great content, being the heart-centered entrepreneur that you are, and you leave people with your business card or your brochure but you don’t make them an offer that they can really step into, what you don’t realize is that you are doing the heavy lifting for your competition. You are out there enrolling the world in how awesome it is to feng shui your home, or how important it is to have compassionate communication with your spouse, right? You lift them up and show them a new perspective. You open their minds and they go “Oh wow, that’s great.” But then if you don’t make an Irresistible Offer, you’ve only opened them up for the next person that comes in who does make an offer. They’re just ready to go. This happens all the time. In fact, we see some of you guys who are the 20-year veterans in your field struggling to convert sales, and yet the new kids are coming in and getting the business, and you are not understanding why. This is the key. The key to give yourself back that unfair advantage that either you’re going to have or they’re going to have in making your Irresistible Offer.

I’ll show you a great example. I had mentioned JJ Virgin earlier, and some of you may know her from *The Virgin Diet*, *Six Weeks to Sleeveless and Sexy*. She’s been on the New York Times Best Seller List and PBS, and has an absolutely amazing career in the health and wellness field. The first time JJ heard the same information that I’m sharing with you, she was literally listening to the first module in our Speak-to-Sell curriculum about Irresistible Offers, which is really where this training comes from. I’m taking this piece right from there.

## How To Make Your Offer **TRULY IRRESISTIBLE**

She was driving from Los Angeles to San Diego to talk to twelve doctors about her nutrition program. I'm sharing this example with you because I know there are some of you who say, "I'm with CEOs. I can't make an offer." Or, "I teach parents, or children, or doctors, or stars... I can't make an offer." I'm telling you, I have worked with thousands of people in all fields. We have over three thousand graduates just of Speak-to-Sell alone, and I don't want you to miss this next important part where I'm going to teach you the mechanics, simply because you think that you can't make an offer.

So as JJ is driving down to San Diego, she listens to just this part, almost the same information I'm presenting here. She arrives in San Diego and gets in front of these twelve doctors to make this presentation, and she decides to go ahead and give it a shot, using the mechanics that I'm teaching you, and she makes an Irresistible Offer. Afterward she sends me this email that says, "I closed 125% of the room." I said, "JJ, how do you close 125% of the room?" She said, "Well, I need 15 to run my program. All of the doctors were so interested; they wanted to try it before they put it into their practice. So, they were calling up their spouses and their office managers, and before I knew it, there were 15 of them, all paid, and we were starting the program that week."

What did she do? She made a limited offer, which we will get into in a moment, and she focused on that outcome, 90% on the transformation, just the way I taught you already.

The other thing I want to say as we get into the mechanics is that whether you have identified it clearly or not, *you have something to offer*. That's one thing I know in my heart of hearts. I know it 100%. You have something to offer, and you know it too, or you wouldn't be reading this. This is really about being able

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

to articulate what you offer, right? It's kind of like a dog whistle that only dogs can hear. When you articulate your offer in a way that your ideal clients can hear, they come running. Just like beautiful breeds of dogs with that particular dog whistle made especially for their ears.

You have something to offer, and I want you to say that to yourself. Just put your hand on your heart and just feel it. You have something to offer. Say it. "I have something to offer." And this is about you getting that gift that is uniquely yours to provide out into the world and to be paid well for making the difference that you know you're here to make.



## HOW TO PUT TOGETHER YOUR IRRESISTIBLE OFFER

Let's look at the mechanics of how to put together your Irresistible Offer. Then I'll show you the formula that actually leads to being able to present that offer. I'll break this down into the three main elements of an Irresistible Offer. I call the first one your **MAIN DISH**. This is the service delivery we spoke of before. How do you deliver that outcome or that transformation? I know that finding the words to communicate that outcome or transformation is one of the biggest hurdles for most entrepreneurs. Before we finish, I'll show you how to get your hands on a super simple system that will help you finally be able to find the words to say what you do. You can create that dog whistle.

The **secret to inspiring someone to act now...** without being pushy or salesy!

But for right now, we're talking about the delivery. The main dish of your Irresistible Offer is how you deliver that transformation that you provide. For example, I worked with a doctor in a laser clinic where they did cosmetic non-surgical laser face lifts, and the main dish was this five-appointment

series where you come into the practice, three weeks apart, and you went under the laser with the doctor and you got this laser facelift. That's the main dish – the five appointments of laser treatment. That's how they would get the beautiful result of having that youthful, collagen-filled, wrinkle free, clear, spot-free face. Do you see all those words? Those are all outcomes. That's all transformation.

## How To Make Your Offer **TRULY IRRESISTIBLE** 📈

The second part of what makes your offer irresistible is the **BONUSES**. This is the thing that actually does start getting it on the map of being irresistible, because obviously we could walk in and buy the laser facelift anytime.

The bonuses are really what make it super desirable to the prospective client to want the main dish now. That's what gets them thinking "Oh, I could get the bonus too, if I bought it now?"

In our example, we had the non-surgical laser facelift, and the bonus was that if you bought the surgical laser facelift that night, we would also throw in an underarm or lip hair removal (this was for ladies!). When the laser facelift might have been \$3,500, being able to get the \$1,200 five-appointment laser hair removal package free suddenly makes it worth buying tonight rather than thinking about it or sleeping on it. They think, "Maybe I should go for it, because I did kind of want that hair removal anyway." So, you've got your main dish of how you deliver the outcome you promise, and then you've got your bonus, which makes the main dish super desirable to the prospect who would want that main dish anyway.

And there are two keys for your bonuses. First is that they are *few*. I don't recommend having fifteen bonuses. We usually have literally just two or three. The second part is that they are *tightly related*. They are few and related. There are just a couple, so you can describe them really well, and they're related. For example, most people who come in for the laser also are interested in the laser hair removal. That's what they see in their practice.

You've got the main dish, and you've got that bonus, which that person who wants the main dish would also want. There are few bonuses and they're tightly

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

related, and then the third part to an Irresistible Offer is what makes it pop now, and that is what we call the **LIMITER**.

I'm going to give you examples of the two main kinds of limiters. There are all kinds of fun things you can do with limiters, but these are the two you can run with today. The first is time, as in "This is for today only." The second is quantity, "The first 'x' number of people." For example, "I can do this special laser hair removal for the first three people that would like to join us and go ahead and get scheduled for their non-surgical laser face lift." Or, for the time limiter, "You have a week from today for our special pricing on the laser facelift, but if you're ready to go tonight, we'll not only give you the special pricing, but you'll also get this laser hair removal series."

The key to this whole thing is you're not pushy. It's about being able to cause tension versus pressure. Pressure is the thing that we all want to avoid. We don't want to be pushy. Tension is that which arises within a person when they're facing something that they really want; a transformation, a change. They're over here, and they want to be over there. They see it, and they start to see that it's possible, and tension starts to rise, because maybe they weren't planning on it or there's an investment or some time involved. Tension is good. Tension is what you want. Tension is what has people say yes to themselves and transform their lives. Pressure is yucky. It makes people want to go take a shower after they listen to you speak. It makes you get the heebie-jeebies when somebody else is putting pressure on you.

What you're going to love about our whole system, from soup to nuts, is that it's all about being able to create tension that serves a person, tension that's from within, but no pressure from the outside, no pressure from you.

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

Here is a tip: I use both time and quantity limiters on live stages. It's usually "This break only" and "Something special for the first 'x' number of people." Also, a little tip for teleseminars or webinars: use the first "x" number of people, but not the "today only," because generally with an online marketing launch progression there are people who won't be on your teleseminar/webinar that you'll be having listen later, and if you say "today only" and they listen tomorrow, they feel like they missed out right from the get-go. So remember, for those of you dabbling in teleseminars and webinars who might want to make your Irresistible Offer online in that way, stick to the first "x" number of people, the quantity limiter versus the "today only" time limiter.

We've got the mindset down. We see that we've got to sell the destination, not the plane. We've got to focus on that outcome way more than service delivery. For most people that is a big switch from what they've been doing. We now know it's a disservice not to make an offer. Both to our potential clients and to us, because we're spending all this time and energy educating people, and then our competition is getting the business the minute they make an offer.

We've learned about the elements of an Irresistible Offer: the main dish, the bonus, the limiter, and some tips on when to use those. The thing about having this unfair advantage, making this Irresistible Offer and being able to do it from really any situation is that you've got to have a way to make the offer. You've got to have something that leads to the offer. You generally aren't just going to stand on the corner of Hyde Park and just yell out your offer, although maybe in London you would.

Speaking is the key. It is the piece that allows you to lead up to the offer in a way that it makes sense. Selling well from speaking doesn't require unique talent.

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

This is the great news. It's all about using a system. It's a proven formula to follow.

I know that you have something to offer, and you've got it. "I have something to offer." But here's another thing I know about you: You can follow a system, a formula. I know this because thousands of people are doing it with this exact system I'm about to show you. You can follow a system and a formula.

I want to share with you the exact formula for how to lead to your Irresistible Offer. You've got the elements of it. You understand how to use the limiters. You understand why to make it. You see that you can make it online or offline (we call this the hybrid model). You'll be able to use what I'm about to teach you throughout your business in all the different ways that clients discover you, and we call our formula for getting your act together our "Signature Talk Formula for Stages, Webinar, Video, and Teleseminars."

There are five steps, and I'm actually going to show them all to you so you can see exactly what it takes. But before we dive into the five steps, I want to make sure that you are listening for two things in particular when I show you the formula.

You want to be watching for examples in different industries, because I want to share with you a couple of people, and how they are using their Signature Talk. There are lots of different ways, and you want to be asking yourself throughout this piece, "HOW does this fit for me?" Not "Does this fit?" That gives you a yes or no, and there won't be any illuminations. But if you say, "How CAN this fit for me?" you will immediately see things just from these few examples that will open your mind about how you can do business.

## HOW TO LEVERAGE ONE-TO-MANY SELLING

My first example is Clint Arthur, who teaches experts how to get on local TV. Clint is somebody who's really into the coaching and mentoring space. He has an online/offline business, and mostly he is making his Irresistible Offer from the stage. I was witness to him, not too long ago, doing \$120,000 in one talk. He had done \$250,000 in talks since he learned our Speak-to-Sell formula when he told me, "Before having my Signature Talk, I couldn't close more than 10%. I did 35% on a live stage recently, and I did \$250,000 in talks since I first learned the formula. I just won the Glazer Kennedy Info-Marketer of the year award." That is a big deal. They're a really awesome marketing organization. But my favorite part is that he said, "It's so huge to finally get the recognition from my industry, and my peers, and my mentors."

One of the beautiful things about getting out there with your Signature Talk and making your Irresistible Offer is that people will finally be able to really step into and have a full understanding and respect for the difference you're making, and honestly, so will you.

The next example is Sean, who's in the financial services sector. What I love about Sean is he also speaks on live stages. He said, "Speak-to-Sell gave me a formula to craft my Signature Talk into an even more compelling talk with a smooth close without being salesy. Now I can offer my audience the transformation they need and have them appreciate it when they listen to my Signature Talk. I managed to make \$67,500 in revenue when 27 people in my audience became my dear 'Financial Joy' members, and I did this in only two talks."



## *How To Make Your Offer* **TRULY IRRESISTIBLE**

For those of you who are offering one-on-one service, by learning your Signature Talk and coming in and starting to leverage the training that we have, you will see that this is also the pathway not only to sell one to many – like your talk is you to many – but also to be able to teach and offer your service in a leveraged way. If you’ve been one-on-one coaching, have one-on-one service delivery, and you’re looking to get leverage, I can’t recommend to you anything more strongly than to come and be part of our training so you can learn how to do that.

I love Linda Allred, my next example. Linda uses her Signature Talk online using teleseminars, picking up the tool right on your desk: your phone. I want to be able to share this with you, because Linda started with this at 72 years old. Linda said, “I had my first \$30,000 launch from a virtual ‘Weight Off NOW’ program as a result of what I learned from Lisa’s formula. When it came to my offer, I felt confident and assured and actually enjoyed presenting it with a smile on my face.”

My next example is Robbie Kramer, who is a dating coach (I know there are a lot of you in the relationship field!). Robbie was ready to throw in the towel and go get a desk job, but then he had his breakthrough using our system and did over a quarter of a million dollars in revenue. He now has over 50 clients in a high-end mastermind program, and gets paid handsomely to do what he loves, which is teaching men how to flirt. He says, “Our clients write unprovoked raving testimonials and see incredible results that many didn’t think were possible.”

For those of you who are thinking, “In my environment, and in my market, I can’t just make offers – it isn’t possible in academia, or in corporate, or in healthcare,” let me show you a perfect example of another model. You could use your Signature Talk to get committed appointments, just like Robbie does. He does preview calls on the phone and he also does his talk live, and in both

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

situations he books one-on-one calls. Think about that for your business. By the time they come in, they've got familiarity with you because of what we'll teach you about seeding. You don't have to go through a whole education process that maybe you used to do one-on-one, and you'll see that people come practically ready to invest by the time they show up, ready to buy.

Next I want to show you Rochele Lawson, the Queen of Feeling Fabulous. Rochele was a nurse, and in the fourteen months prior to sending in this letter, she sold \$92,597 from live stages. In fact, because she had her Signature Talk and was ready on the spot, she has that same example where she showed up at a conference and said, "If anybody doesn't get on your stage, I'm ready." And they took her up on that offer. I've had many clients who have had the same story now. Rochele told me "I have a Signature Talk that now allows me to be ready on the spot to speak live, on a telesummit or on a webinar. Because I have been ready, I have spoken from the stage 8 times, on 14 telesummits and on 6 webinars. Prior to that I had only spoken once." Pay attention to that, because her education was in nursing. She does her Signature Talk and her trainings in hospitals and also in corporations to help people get healthy. And when she can't sell, she list-builds. She has built her list to thousands of people using the opportunities where she wasn't making a sale, but she was there to bring them onto her list, and then she can do her Signature Talk on a teleseminar or a webinar on her own turf.

This next example makes me happy, so I have to share it. If you know anyone in your life who is a teacher and you know how hard they work and how little they are appreciated and paid, this will resonate with you. Allow me to introduce you to Jennifer Bernstein. She has a business called Get Yourself Into College. She said, "I gave my first Signature Talk to a small, but wonderful group of students

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

and parents. When I got into the car, I realized I had made \$6,000 that night. I had to pull over and cry. Lisa's method was exactly what I needed. It truly satisfied my need to provide people with in-depth knowledge about a particular part of the college preparation process and to create a financially successful business for myself." Think about it – six thousand dollars from a single talk. What if you do that once a month? It could change your life.

I want you to use that to think about your own business. Could you use your Signature Talk online? Could you use it to collect leads – qualified, wonderful people who are ready to work with you? Could you use it to book one-on-one, committed appointments? We've got clients in the insurance business, and we've got clients in grain elevator companies, construction, roofing, restoration, copywriting, online marketing – almost any service you can think of. It's amazing. Having your Signature Talk really is that one piece that can change it all.

So, let's transition into the most important part of this training – your Signature Talk!

How you can be **confident and ready to attract more clients** and close more sales as you share your wonderful and unique talents with your own Speak-to-Sell Signature Talk that leads to your Irresistible Offer.

Let's take a quick peek at the "Signature Talk Formula for Stages, Webinars, Videos, and Teleseminars." I want to show you exactly the steps that we go through, and then I'm also going to actually use this as my invitation, because I think for

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

most of you, it's time to get this tool in place. This is one of those things where it's easy to keep putting it off, and then you get an opportunity and you're not ready. You're scrambling, and you miss an amazing opportunity. The other thing that happens is "Build it and they will come." When you're ready and empowered with your Signature Talk and your Irresistible Offer, it's amazing how opportunities will show up.

When you see something happening in your town, instead of putting it in your opportunity file for "someday," you'll send an e-mail and say, "Hey, just want you to know, I'm right down the street, no travel expenses. I have this great talk on how to balance your hormones and feel 20 years younger, and I'm ready to go. I've got everything needed." You wouldn't believe how many of our clients get booked that way, and end up making five and six figures from these free opportunities.

## HERE'S THE SPEAK-TO-SELL SIGNATURE TALK FORMULA

In our Signature Talk Formula remember, “Don’t change your act. Change your audience.” This is how to get your act together. Your talk is the act. The first thing is to develop that Irresistible Offer and the words to express the transformation that you uniquely provide. We talked a lot about the offer today, and the next-level work that we do when you come into our Speak-to-Sell Signature Talk Training is we help you to be able to articulate that transformation that you uniquely provide.

### SIGNATURE TALK FORMULA

STEP

1

#### DEVELOP MY IRRESISTIBLE OFFER AND THE WORDS TO EXPRESS THE TRANSFORMATION I UNIQUELY PROVIDE

I told you, “You have something to offer,” and being able to put it into words so that people can really get it is the number one thing that we are going to have happen with you right away when you join us to take this work deeper.

I’ll tell you, I’ve been in audiences before where there are two hundred people, and I say, “How many of you do some kind of belief change work?” We end up with eighty people with their hand raised. You can’t walk around saying, “I do belief change work. That’s my offer.” There’s something special that you do, and

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

you have to convey that. Maybe you unlock limiting beliefs for people who have been abused, or for people who think that they are studying everything but are not getting results, and your piece is unlocking whatever that belief is that's having them not get results, or not take action, or not make money.

You've each got a unique niche in your field, and we will show you a super simple key to being able to articulate what you do and communicate your offer, and then how to structure your offer with your main dish, with your bonuses, and with your limiters. That's the first piece. Now, that might seem funny, because that sort of seems like something that would happen at the end of the talk, and it is, but that's where we get to number two.

STEP

2

### REVERSE ENGINEER THE BODY OF MY TALK SO THAT IT LEADS TO THE SALE OF MY OFFER SMOOTHLY

Number two of the formula is about the second step that you have to take to craft your Signature Talk – you have to reverse engineer the body of the talk. You see this all leads to your Irresistible Offer. We do the offer first and then we reverse-engineer the body of the talk so that it leads smoothly to the sale of the offer.

Because you guys are heart-centered and you want to make a difference, I know that the place you get stuck is you give away the whole store. You go to speak or you meet with someone and you fill them up by giving away the whole store. They are so full that they can't possibly buy anything from you. They think that

## How To Make Your Offer **TRULY IRRESISTIBLE**

over the next year they're going to go implement what you've just shared with them.

But you know that's not true. You know it's just a fraction of the difference you can make for them, but this is the part that I'm excited about... what we teach you in the reverse-engineering of the body of the talk is *exactly what content to include*. We show you what to teach so that you make an immediate difference for the audience. In fact, it's so powerful, I've been paid up to \$23,000 just to do the body of my talk and not even make an Irresistible Offer.

For those of you out there with keynotes, you want to make sure that you're providing value, that it's authentic. Don't worry, that all gets included in our formula. We show you exactly what content to teach so they get immediate value, and what part to leave out so they still stay hungry for more.

STEP

3

### POSITION MYSELF TO GAIN INSTANT CREDIBILITY AND TRUST WITH MY AUDIENCE

The third step in the Speak-to-Sell Signature Talk formula is positioning yourself. We're reversing back again. We start with your offer, step one. Then, we back up to reverse engineer the body of the talk with exactly the right content, and then we back up again to position yourself to gain instant credibility and trust with your audience.

A lot of people have heard about the “know, like and trust” thing when you first

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

come up with your talk. And people tell stories to gain credibility, just like I modeled for you. I told you that we made the Inc. 500, we're serving clients all over the world, and I work from home and have two little kids, so if I can do it, you can do it.

We'll teach you how to gain credibility, and if you're just getting started, don't worry. You can create a ton of credibility even if you've just figured out how to articulate what you do. There are so many easy ways to be able to show credibility for your topic and for yourself, and we'll show you exactly the formula for how to do that.

The other part that we teach you about how to position yourself is that you need to include not just credibility, but also vulnerability.

If you just get up there with all the letters after your name and all of your accolades, and people don't see where you had to struggle on the path to where you are now, it's easy for them to believe that they won't be able to achieve that same success because they can't relate. I was fired from the job of my dreams that I thought I would do for the rest of my life. We were in Tucson for my then-husband's fellowship. I was sitting in Tucson, where I didn't know anyone and with a newborn and a three-year-old and as the breadwinner for my family, I had to figure out my next step, try to figure out what to do. That was my struggle – that's from where I came. That's how this whole epiphany of the unfair advantage, the Irresistible Offer, and the Signature Talk came about.

You have your vulnerability story, too, and we want to show you exactly what to choose, and what it's for, and where to put it, and how to present it in a way that connects you to your audience. You need both credibility and vulnerability when you're positioning yourself.



STEP

4

SEED MY CONTENT SO THAT HUNGER  
AND DESIRE BUILD IN MY PROSPECTS QUICKLY

Then we teach you a tool that you will use throughout your entire life. The Irresistible Offer is number one, but this tool, seeding, is right up there too. Let me tell you, my kids are seven and ten now, and I use it a lot for parenting!

Seeding is about being able to create hunger and desire in your prospective client without being pushy or salesy. This is the part I talked about that has the tension rise, so that you're not pressuring them at all, but they're starting to catch the vision of what they want, starting to see new possibility for themselves.

What we do is we go back through your intro, your positioning, and the body of your talk and we add in the seven different ways that we'll teach you to seed.

In our Speak-to-Sell Formula itself, we have literally a plugin, fill-in-the-blank formula that you can do online or offline. We call it our Signature Talk Generator, and it's as simple as this... if you can answer questions, you can do this. You can follow a formula.

You'll see that in the formula itself a lot of the seeding already exists. If you just follow the structure, you can totally be yourself, be in the moment, and as long as you keep the structure of your talk rolling, the structure will do the selling for you, and you can be that authentic giver that you are.

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

Let's talk about another example. I have to show you one person on this one because it's just such a fabulous example with the seeding.

Ari Galper came to me quite a few years ago when he had his opportunity on the Glazer Kennedy Info Summit stage. He had seventy minutes, and it was a big deal because he was flying in from Australia to teach sales. I believe he had four really young, little kids at home at that time, and travel was expensive which meant it was a big investment for him to come, so he really wanted to make sure that he did well for his family. If he was going to be away for a long time, he wanted to get paid a lot to be there!

So he came to us, and he got his hands on our Signature Talk Formula. We tweaked his existing talk by focusing on the outcome and the transformation, seeding well – which is the part that I'm talking about, where you're literally creating that hunger and desire – and then reworking some of the bonuses using the tips we told you about bonuses today along with some additional work that we include on easy ways to make your bonuses pop. You guys have things lying around the shop that you don't even realize are amazing bonuses, and we will show you exactly how to find them.

I'm going to focus on the seeding part, but I just love what this woman Meredith wrote on Ari's blog after his talk where he did \$200,193 of sales in seventy minutes. She said, "Ari, I was there, and I experienced your talk, and the audience truly was deeply touched and motivated to action by your presentation. Your passionate belief and confidence in the benefits they could get from your system came across in such an authentic way, and it was quite a contrast to an earlier speaker whose approach included many of your 'Things to Avoid' suggestions."

## How To Make Your Offer **TRULY IRRESISTIBLE**

I know some of you have seen people out there pitching their wares, and you're thinking, "I would never do it that way." I'm telling you, this is the system that feels good and that you can plug into to get your work out into the world.

STEP

5

### TRANSITION TO MY OFFER AND CONVERT 100% OF THE RIGHT PEOPLE INTO *PAYING CLIENTS* ON-THE-SPOT!

The fifth step is transitioning to your offer. A lot of people call this the "close" but we call it "transitioning to your Irresistible Offer." We're going to show you how to make the transition from the deep content that you're teaching straight into your invitation without it feeling clunky or forced. You're really giving people some of your best stuff right up front (think of it like a movie preview, which includes the best clips to get you interested in watching the full-length movie), and then you're going to transition to your offer and convert 100% of exactly the right people into paying clients.

This is the part where many people freeze up. You read about Linda Allred, our seventy-two-year-old client who used her talk online, who said she felt comfortable and confident in making her offer. We're going to show you simple things you can do to feel comfortable and confident in making *your* offer. For example, you'll set yourself up in the beginning of your talk for success. In our structure, there's something called a "transition bullet." It's something right in the beginning of my talk where I outline, "This is what I'm going to cover today."

Now before I explain the transition bullet, I want to show you a great example

## How To Make Your Offer **TRULY IRRESISTIBLE** 📈

that really drives home how important it is. Some of you might know Adam Urbanski from his online marketing work. He's a marketing mentor, and he used to get out there and speak but the results were dismal. The transition is the part where he would choke. After doing our work he said, "Shortly after I discovered Lisa's tips, I made two 75-minute presentations to fairly small groups and generated over \$85,000 in back of the room sales. One heck of a return on my investment for sure."

This is not an uncommon story. We hear this all the time. He had two fairly small rooms with around 40-50 people. All we changed was that he got comfortable with the transition, and we showed him how to lay out his offer in a way that really served his clients. Using the transition bullet is just one example.

So, your transition bullet is going to be the last bullet in the outline at the beginning of your talk. In fact, here's what one of the slides looks like that I often use in my talks to do just this:

### TODAY...

- ✓ The mindset behind the money
- ✓ What is an offer and why make one?
- ✓ Secrets to crafting your **"Irresistible Offer"**
- ✓ How you can attract more clients and close more sales with your own Signature Talk!



## How To Make Your Offer **TRULY IRRESISTIBLE**

I state what I'm going to be sharing with them during the talk using those bullets (just like I did at the beginning of this book). My transition bullet is the last one, and when I get to that part of the talk, I address that bullet by letting them know "This part of the structure is how you can attract more clients and close more sales with your own Signature Talk, and now I'm showing you exactly how to do that via my five-step formula."

That's the transition that leads us into where I get to make the invitation to join me to create your own Signature Talk. There's nothing secretive about any of this. There's nothing salesy about it. There's nothing unexpected popping out from behind a curtain. When you use our structure to reverse engineer your talk from your Irresistible Offer, the whole thing is smooth and respectful to your audience because they can see where it's all leading. I just walked you through my transition bullet from the beginning of the book – I'm showing you my 5-step formula.

Now, I know you might be asking, "Hey, Lisa what about..." Here are a few questions I commonly get before people say yes to themselves and transform their lives, which is really what this is about.

*"What if I'm just getting started?"* You know, I love getting my hands on you when you're just getting started, because there's nothing that pains me more than getting to someone after they've built out a whole website, or they've written everything they know into a book, and they didn't have our seeding techniques. They didn't have our reverse engineering techniques. They didn't have our positioning techniques. The things that you're going to learn and the foundation that you're going to create with us are going to serve you everywhere in your business, and if you're already established, you'll go back, and you'll trans-

## How To Make Your Offer **TRULY IRRESISTIBLE**

form and upgrade as you go.

*“What if I don’t have a product to sell?”* Look at my example... I just had coaching! I wasn’t a certified coach. I just had my advice, and you could start there, too. If there’s something where you believe you can help people, I encourage you to get out there with what you can see, and use your Signature Talk to be out there, so that literally just being in the presence of people can take you the rest of the way. I call it “getting on your dime,” and there’s no better way to get on your dime – that which you were uniquely made for – than to use your Signature Talk. That’s how it happened for me and that’s how it happened for thousands of my Speak-to-Sell graduates.

*“What if I don’t teach people how to make money?”* The great news is that everything that I learned, all of my research that I didn’t know I was doing, was actually done in a company that taught relationships. I taught communication between men and women – It’s kind of like we’re all living our lives not realizing what it’s leading to. So, all of these strategies were converting our amazing prospective clients into students and now I use them in my business where I am showing you how to make money. I love showing people how to invest a thousand or two with us and get that six-figure business of your dreams. You can see a lot of examples in different industries. So, whether you have a soft offer where you don’t teach people how to make money or you have an offer where you are teaching people how to make money, this is really the premier formula.

*“What if I’m not a speaker?”* You know, I have to tell you a little secret... You *might have an advantage!* A lot of my speakers who are highly trained and have their keynote kind of have to set that aside, because this is really not so much for speakers. This is for heart-centered business makers, entrepreneurs, service

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

professionals, experts who want to get their work out. They're looking for new ways to attract committed clients to make a difference. So, it's fine if you are a speaker, but you don't need to be a speaker. I've actually never been trained on all the fancy speaking techniques. In fact, when I spoke at the National Speakers Association, I sort of felt like a break-dancer teaching at the Joffrey ballet. But I have to tell you, the folks at NSA who have learned this model now have two revenue streams. They've got their keynote and they've got this Speak-to-Sell talk, and they are really equipped for any situation. It's very exciting.

Can you tell we're committed? We are. So before we finish, I want to give you this one final piece that you can start using right away. When designing your Irresistible Offer, there's a litmus test. First, you're always going to start out with **“What is the transformation I offer?”** You got a little taste of that today.

Once you know the transformation you offer, ask yourself the second question: **“How will I deliver that transformation?”** You look to see how you want to provide that transformation, and you choose one of the delivery models that supports your desired method of fulfillment. This leads to the third part: **“Is it leveraged?”** I'll always ask that question. And it's not that it has to be, but if you want that, it's about having your Unique Branded System. The key to this, by the way, is in that pre-work.

And the last and biggest litmus test question for all of us is this one: **“Do I LOVE it?”** And I promise you, I will be a support for you, because I'm a stickler for this one. The transformation that you offer, the way that you deliver it, the leveraged way that you serve more than one person at a time if that's what you're choosing to do... you don't just do it because it makes money or because it serves a lot of people. It does do those things, but the main reason you do it is that you

## *How To Make Your Offer* **TRULY IRRESISTIBLE**

love it. It fills you up. It reminds you of who you are, and just like for me, with this program, I love it. I love the difference it makes. I love how we deliver it. I love that it's leveraged and you'll be able to see the questions that other people are getting answered and benefit from that kind of collective learning, and I love the results that you get.



## ABOUT **LISA SASEVICH**

After 8 years helping corporate giants like Pfizer and Hewlett-Packard generate billions in sales, and then finally following her passion to work in the personal development space, again taking small companies from 6-7 figures quickly, Lisa Sasevich was suddenly fired from her dream job the night before Christmas Eve. With a husband in medical school and two toddlers at home, it was devastating.

But, after some soul-searching, the “Queen of Sales Conversion” decided it was time to parlay her talents into her own profits—and to help others do the same. She started a home-based business—with nothing more than a phone line, a laptop and the stolen hours of the night after her kids were tucked into bed.

Her mission: To teach entrepreneurs who “hate the sales part” how to leverage their talents, products, and services into massive profits without sounding salesy.

A few short years and over \$35 million in sales later, Lisa has helped over 15,000 thousand clients in 134 countries earn more by doing what they love most. Lisa’s company, The Invisible Close TM, has been honored in the Inc. 500 and named one of Inc. Magazine’s fastest-growing privately held companies two years in a row. Kym and Sandra Yancey of the eWomenNetwork put it, “without question she is brilliant at teaching others to leverage their unique gifts and qualities into a financial windfall.”