

# Virtually Irresistible!

*How To Craft A Downloadable Offer Your  
Ideal Customers Find Impossible To Resist!*

**Tim Dodd**



# Table of Contents

Introduction ..... 2

Step One: Identify Who You Want To Sell To..... 3

Step Two: Specify What You Want Your Offer To Achieve ..... 8

Step Three: Decide Upon The Best Type Of Offer To Create .....10

Step Four: Make Your Free Offer Totally Invaluable.....13

Step Five: Prime Your Intended Target Market .....15

Summary .....16

# Introduction

There is more than one school of thought about creating irresistible free offers, but the most common seems to be “slap a sub-standard, hurried report together and offer it to people who want to sign up”.

Oh, people who have done that will pull themselves up to blast height with indignation, but if you strip away what many marketers are teaching and doing – that is one of the most common scenarios.

Will it be successful?

Like anything else in life, that depends on far more factors than the offer’s actual quality. It depends on:

- Your reputation
- How much of a salesperson you are
- The promotional tactics you use
- Whether or not you have affiliates or JV partners
- How well you have judged your market’s interest
- Whether or not it’s a paying market

And a whole host more variables.

We’re not going to analyze what everyone’s doing wrong, however: We’re going to look at the seven essential ingredients for doing it right – no matter what your core values, philosophy, personality or comfort zone.

And don’t worry – we’ll include our best tips and shortcuts (as well as helping you find out what to avoid).

So are you ready to create your Irresistible Free Offer – quickly and easily?

OK - here we go...

# Step One: Identify Who You Want To Sell To

You probably have a fairly good idea of your market – but the mistake most new marketers make is to “sell” it to a market that is either **too big** or **too small**.

Identifying your niche or industry is not at all the same as identifying who is hungry for your free sign up gift.

It used to be, five or so years ago, that you could easily calculate this by using Google’s [AdWords External Keyword Tool](#) but Google made drastic changes, and now it is no longer the sure-fire clue-generator that it once was. But this free version no longer shows how much advertising competition – and it’s about to be phased out altogether. (Google is planning to force people to sign up for AdWords in order to access its new Keyword Planner).

About the only thing you can still use the External Keyword Tool for is to check on whether or not a niche you’ve already identified is oversaturated. You can’t see the lower results you need for niche identification with major industries such as “business” because you are only allowed to see the first hundred results – which usually keeps you well up in the over-saturated end of the scale. So here’s what it can tell you (while it’s still available...)

- If your hundred results ends above 2,000, your target market is too broad

You need to see results like this:

<input type="checkbox"/>	low salt diet ▾	Medium	12,100	8,100
<input type="checkbox"/>	low fat low cholesterol diet ▾	Medium	3,600	2,900
<input type="checkbox"/>	low cholesterol diet plan ▾	High	2,400	1,600
<input type="checkbox"/>	low fat low fiber diet ▾	Medium	1,900	1,300
<input type="checkbox"/>	low fat low sodium diet ▾	Medium	1,300	880

You want your results to be between 1,000-2,000 global monthly searches, if you want to find the right niche size.

The keywords entered here to produce these results were not as broad as "Diet", as you can see:

In the coming months, the external Keyword Tool will no longer be available. To get keyword ideas, sign in to your AdWords account and try [Keyword Planner](#).

**Find keywords**  
Based on one or more of the following:

Word or phrase:   
 low carb diet  
 low carb recipes  
 low fat diet  
 balanced diet  
 organic diet

Website:

Category:

*(Ignore for now)*

If a keyword as broad as just "diet" had been used in the "Find keywords" textarea search box – as well as a broader category, such as "Diet & Diet Plans" – our one hundred keywords-worth of results would have been used up well before that golden 1,000-2,000 range.

<input type="checkbox"/>	what is a healthy diet ▾	Medium	550,000	301,000
<input type="checkbox"/>	how to diet healthy ▾	Medium	550,000	301,000
<input type="checkbox"/>	the healthy diet ▾	Medium	550,000	301,000

A result that stopped at 301,000 tells us our market is way too vast and broad.

While it's still available, this is a useful way to check out if we've picked out a niche or product idea – just run quickly as a "check" after you've done your other research: Which should consist of...

<p>Writing down who you think your market is (e.g. "Diets, Dieters")</p>	
<p>Brainstorming and narrowing it down to specific-focused sub-groups of this niche (e.g. "diabetic diets, low carb diet, paleo diet")</p>	
<p>Asking for each candidate:</p> <ol style="list-style-type: none"> <li><b>1.</b> Is this a "hot" niche, with lots of activity?</li> <li><b>2.</b> Is there active conversation and discussion on social networks such as Facebook and Twitter?</li> </ol> <p>On these topics, are there:</p> <ol style="list-style-type: none"> <li><b>3.</b> Google Plus Hangouts?</li> <li><b>4.</b> Facebook Pages?</li> <li><b>5.</b> Facebook Groups?</li> <li><b>6.</b> LinkedIn Groups?</li> <li><b>7.</b> Pinterest boards?</li> </ol> <p>Do any of these topics rank among the top favorites on buzz ranking sites such as <a href="#">Postris</a>? (Formerly "Repinly".)</p> <ol style="list-style-type: none"> <li><b>8.</b> Are there forums, directories or membership sites on this topic?</li> </ol>	

(Fill out the right-hand columns in the form, above, and use it as a brainstorming worksheet, answering the questions.)

## Does This Market Pay?

Next, check Amazon, to see if there is (a) a category for your proposed narrow niche (b) products. If there are, this increases the chances you're looking at a paying market. You're not charging for your free gift – but one of the main purposes you're doing this is most likely because you DO want to make money.

You can also just use common sense, and skip many of the above steps if you're able to answer yourself.

### **Formula:**

- Think of a product idea (e.g. "Football for Over-Eighty-year-olds")
- Ask yourself: "Do I really see my target (i.e. "over-eighty-year-olds") playing football?"
- Then ask yourself: "Are they able to pay to find out?"

(Note: Not **would** they pay but **are they able** to pay.)

After that, you can ask: "Are they willing to pay?"

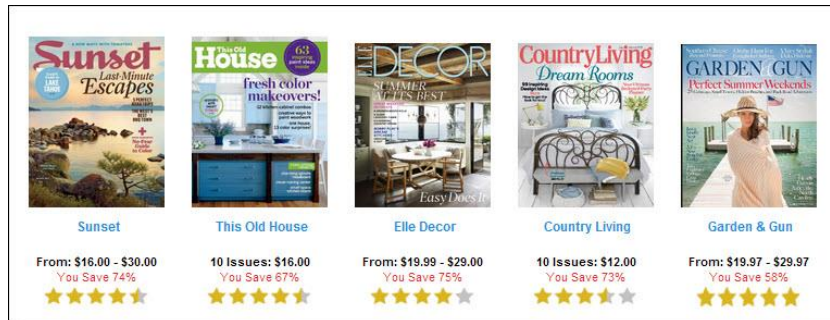
**Important:** This question really means "is their need overwhelming and urgent enough that they will slide out their credit cards or access their PayPal accounts for the solution?"

There are other ways to research:

**Go visit forums you've found.** Make a note of complaints, questions and wishes expressed. (Then look for the most common and recurring of these.)

**Look in big book stores, supermarkets and online** (e.g.: At [Magazines.com](http://Magazines.com)) to see if there are:

- Categories for your niche topic
- Magazines devoted to your niche topic
- Articles about your niche topic



Create social network polls and [surveys](#) – Ask!

Create small mini-quizzes

**Join or Create a Facebook Group and participate.** Treat as with the forums; then go create a free offer especially for them.

(Be sure to choose a highly active Group: This gives you the advantage of becoming part of an already-bonded community, which increases your chances of free offer sign ups if you’ve genuinely and consistently participated – and you can become part of it really quickly; much quicker than “from scratch”.

Plus you will be able to gauge the tone, feel and “voice” of the group with remarkable accuracy.

Making sure you have a lucrative, active, hungry (and ready to pay) market that is neither too vast nor too miniscule is one of the most vital tasks you have to first perform, if you want to create an irresistible free offer.



## **Step Two: Specify What You Want Your Offer To Achieve**

With a free offer, one usually wants people to subscribe to a list. And there may or may not be a paid offer ready and waiting, after the free one. “What do I want this offer to do?” is a question to ask yourself every time you create a product. Answer it, and you’ll be able to focus all your efforts to that one single action you want your potential market member to take.

If you have done your homework for Step One, you may already have a strong idea of what to create. But before you rush to do so, you should put further thought into certain concepts.

1. “Will the free offer I have in mind allow me to segue naturally into my paid offer (or into future paid offers)?”<sup>1</sup>
2. “Is this the absolute best type of offer for this particular type of subscriber? Is there something better?”
3. “Have I paid attention to their budget? Learning style? Level of expertise in that niche?”
4. “What is the Big Take-away for this group? What will make them say “that alone was worth the download!”?”
5. “Will it leave them hungry for the next step? For more?”
6. “Will it boost their confidence enough to make them feel ready for my next-step paid offer?”
7. “Does it say what it has to – and no more?”

It used to be the fashion to show people the “what to do”; then lead them into a paid offer that revealed the true secrets of “how to do”. And if marketers were clever (or greedy enough) it was like the proverbial hall of mirrors: One could go on adding the next “how” step in a whole series

---

<sup>1</sup> (In other words, are your offers all highly targeted to the same sub-niche or topic?)

of price-ascending “next levels” – and there’s nothing wrong with that, as long as it is not done for gain alone and turn into a smoke-and-mirrors game.

A better strategy with today’s shrewder market is to **demonstrate one single portion, aspect or point of a topic** – a taste.

This taste should show the subscriber:

- How much fun the [insert topic] can be
- That she can do it!
- That it is easy
- That there is more to it than just that one aspect

It should also end with one big teaser making the upcoming paid offer irresistible.

Failing all that – it should just be plain, darn helpful... and it should offer and instant, immediate solution to your subscriber’s most urgent problem or need.

## Step Three: Decide Upon The Best Type Of Offer To Create

Your free offer can be incredibly simple and short. In fact, this often works better than giving them a fat eBook that took you months to create. (Save that for your paid offer!)

A short offer that deals with one simple problem – or one specific aspect of a problem – or teaches one specific tactic that will boost your subscriber’s skill – will stick in her memory much better than that hefty book filled with a whirlwind of jostling information.

But “short” doesn’t mean “careless”. This is no piece to dash off in half an hour: Oh, that will probably work, if you’ve correctly identified your target subscriber. But it won’t bring you the biggest and most targeted conversion.

Creating a simple solitaire diamond and offering it to her will work better than a whole basket of flashy, dollar-store costume jewelry. And definitely much better than a single, dollar store bracelet.

Craft a perfect little gem.

It will be perfect, because you will choose the perfect type – the most desired or needed offer.

Only you will know what that is for your particular niche, so here are some suggestions...

- 1. Tip Sheets** -- These are extremely popular, but make sure the tips are original and useful: Not just “same-old, same-old” lifted from a few duplicate sites.

**2. Resource Lists** – Niche beginners love these, since they are often actively seeking for suppliers, books, software or apps that can help them.

For example, if your resource list is intended to [make Pinterest curation and creation easier](#) and your niche is made up of beginners, lists that show infographic creation sites or stats sites like Repinly can be really attractive to this type of potential subscriber.

- try [Piqora](#) for a more complete Pinterest dashboard (including analytics and pin scheduling)
- [Pinstamatic](#) if you want your boards to be more fun and exciting.
- use [Pinpuff](#) if you want to calculate your influence, and
- check [Repinly](#) regularly to keep up to date with the most popular pins and boards.

**3. Templates or patterns** – Again, these can be useful to beginners – or even to advanced hobbyists or professionals within a niche.

- With business niches, ***something that saves time*** is the way to go.
- With craft-based niches, ***something that makes a process easier*** or more “perfect” can be viewed as “priceless” by your target subscriber.

(Always pay attention to what your subscriber is trying to achieve, when you design a template – as well as to her level of expertise.)

**4. “How to”** – If you go this route, be sure to choose demonstration of the single point that is giving everyone in that niche the most trouble.

- Clarify a confusing instruction
- Show them how to perform a small but tricky process
- Teach an easier way to achieve something

**5. Short Report** – And then, of course, there’s always the short report... providing it’s really valuable, current – and not some old

resale rights re-hash of out-of-date material.

**6. Mini eCourse** – This is another proven draw – and so easy to do.

A mini, 5-7 day email course has the added advantages of:

- Actively engaging your audience
- Getting them in the habit of looking for you in their inbox
- Helping them remember who you are
- Creating a bond
- Positioning you for coaching or membership site creation
- Helping spread word of mouth

**7. Sample Chapter** – If you've written a book, offering a sample chapter is a sound strategy. (Pick your best chapter – and leave them with a cliff-hanger, so they'll want to "know more" and rush to buy your paid, complete book.)

Create a Facebook Page for your book too – and offer the sample chapter in an App tab. (Be sure to "Promote your Page" through a Facebook ad that will be offered in your new Page dashboard: About a \$20.00 commitment ought to do it.)

There are many other ideas for your irresistible free offer – but not all are cost-effective or viable. For example, mobile users may love a free App, but if it cost you close to a thousand dollars to have it created, that most likely wouldn't be the best return on your investment.

On the other hand, if you are tech-savvy and have a programming background, you may be able to whip one up in an afternoon. Then all of a sudden your skill set makes your high-end giveaway extra-attractive to your potential subscribers – and positions you as an expert to be trusted (handy if your upcoming paid offer was actually an expensive course or software program).

# Step Four: Make Your Free Offer Totally Invaluable

“Do your best work” is a fine and wonderful phrase to say, when talking about creating a high-value free offer – but what does that actually translate to?

Here’s a really simple formula for beefing it up...

- Build trust by sharing a real “secret” – a truly priceless bit of insider information – early in your report; then finish off with one “teaser” gem from the paid offer you are about to introduce
- **Include up to two simple, valuable unannounced bonus gifts for everybody** – but no more than this. Make them as valuable as your official irresistible offer – but a little smaller or shorter, if you can.

When you add extra gifts, don’t make the typical beginner mistake of buying a bunch of old resale rights products and throwing in everything but the kitchen waste bin in your eagerness to please and impress. This tactic always backfires because:

- You run the risk of being “all over the place” with the types of gifts you are presenting.
- Your main offer may get lost in all the “noise”. You don’t want anything taking away from your main offer!
- It is time consuming to download multiple items – particularly if you have enterprisingly persuaded a bunch of experts to donate the gift: Your subscriber usually has to visit their pages to download their gifts. This can make them “table” the downloads till later, if they’re busy (then forget).

Your subscriber can also become distracted or even more excited at one of the donor’s sites – and forget all about you!

Make sure your one or two bonus gifts are equal in quality to your main one: And that they totally complement or enhance that main gift's value (like adding a bridle and a saddle pad to a saddle, if you've just sold that saddle to a horse owner).



- Offer a time-limited, deep discount to the first XX people who sign up.

Honor this promise by cutting off the discount at your promised limit – but ease the disappointment of latecomers by adding a special little unannounced bonus as a thanks for their subscription

# Step Five: Prime Your Intended Target Market

It's not enough to offer a top quality gift. Oh, word will eventually get around... but most likely one of the main reasons you are doing this is to start quickly and expertly building a responsive list.

So prime your audience. Here are four simple but powerful tactics to help you get started...

1. If you are creating something for a Facebook Group, drop teaser comments and hints, not too long before you are ready to release it.
2. Ask for input from your forum friends or Facebook Group, in a natural, conversational way.



(And the more comments, questions and discussion your questions or post generate, the better you'll know you're aligned with your potential subscribers.)

3. **Create a hashtag** – and register it at [Hashtags.org](https://www.hashtags.org). Use it on any social network that allows hashtags when you post about your upcoming offer or niche topic.
4. Ask people to share the link to your offer, or share your Twitter post and hashtag.



# Summary

Whatever you do, don't over-complicate the process.

Keep it short.

Keep it simple.

And enjoy the results of your totally focused – and truly irresistible – free offer.

Good luck!