## Marketing Interview: YOUR OFFER

1. Your Offer
   1. Irresistible Offer
      1. What outcomes do you promise?
         * What they get?
           + Package?
           + Product?
           + Services?
           + Support?
           + Ongoing?
         * Benefits?
           + Direct problem solution?
           + Relief of pain?
           + Reversal of negatives?
         * Emergent issues?
           + Problems that cause other problems (ripples)?
           + Problems coming in the future (dominoes)?
      2. Fulfillment?
         * Time frame?
           + Time from order to receipt?
           + Time from receipt to use?
           + Time from use to results?
           + Length of time results last?
         * Customer satisfaction?
           + Promises delivered?
           + Contingencies?
         * Ownership benefits?
           + Pride?
           + Status/Reputation?
           + Identity?
      3. Risk reversal?
         * Guarantees?
           + You get X or we do Y?
         * Refunds?
           + Steps?
           + Conditions?
         * Safety claims?
           + Claims validated?
           + Client agrees in writing (safety claims)?
         * Fringe benefit despite failure?
           + What do they keep?
           + What values are automatic (do nothing and still get value)?
      4. Premiums?
         * Bonuses?
           + Augment
           + Accelerate
           + Amplify
         * Special pricing?
           + Unique to this singular offer?
           + Always less than public price?
   2. Compelling Solution?
      1. Is it a replacement or improvement offer?
         * New, secret, different, expiring soon?
   3. What it is?
      1. Clear description of deliverables?
   4. Delivery?
      1. Time to receive it?
      2. How does it arrive?
      3. Steps after purchase?
   5. Presentation of deliverables?
      1. Look of it?
         * Polished?
         * Generic?
      2. Packaging?
         * Outer?
         * Inner?
      3. Labeling?
         * Clarity?
         * Appeal?
         * Organized?
      4. Quality end-to-end?
   6. How to use/get result?
      1. Ease?
         * Steps?
         * Obvious?
      2. Access?
         * Equipment?
         * Location?
         * Convenience?
      3. Effort to implement?
         * Consume?
         * Educate?
         * Work?
         * Continuation of results?
      4. Extras required?
         * Hardware?
         * Software?
         * Apparel?
         * Information?
         * Access?
         * Accessories?
   7. Quantification?
      1. Commitment?
         * time to consume?
         * time until results?
         * needed to keep results?
      2. Duration?
         * supply duration?
         * benefit of supply?
2. Current Solutions
   1. What is the market already using to solve the problem (list out)?
   2. What has their experience been like?
   3. What does the market like about existing solutions?
   4. What does the market dislike about existing solutions?
   5. Are there horror stories about existing solutions?
   6. Does the market believe existing solutions work? (If not, why?)
   7. Is there a conspiracy prospect believe why old solutions didn't work?
   8. Is there a belief that the market's pain point used to not exist or used to not be so bad?
   9. Is there a belief that outside forces has recently worsened the market's pain? If so, what are those forces and what's the reason behind their existence?
   10. What solutions for the prospect's problems exist already? Why aren't they working for the prospect?
3. Different and Better than competition (unique mechanism)
   1. How does your unique mechanism handle the core root cause of the problem?
   2. Why is your unique mechanism the best? What does best mean?
   3. What proof and evidence do you have to support why you are better?
   4. Has someone tried to solve the market's pain points before in a unique way? (What was the result?)
   5. Are there any ancient attempts to solve the problem that are unique? What happened? Were they successful but forgotten? Or a failure? Why?
   6. What's the new claim, new root cause, or surprising info making your solution possible?
   7. How does the new solution you're offering work?
   8. What is your method (unique mechanism)?
   9. How does your method (unique mechanism) work?
   10. Why does it work (treats root cause or symptom)?
   11. How come you do it that way (unique mechanism)?
   12. Why do you do it in that order (unique mechanism)?
   13. What have you added, changed, or taken away to make this method unique (unique mechanism)?
   14. What is the credible, legitimate name for your unique mechanism?
   15. Why is your way easier (unique mechanism)?
   16. Why does your way produce faster results (unique mechanism)?
   17. Why is your method more consistent than other methods (unique mechanism)?
   18. Why is your unique mechanism better than anything else out there?
   19. What proof do you have to show why your unique mechanism is better?
   20. What are the advantages to solving the root cause of the problem?
4. Make Your Offer Irresistible
   1. How desirable is your solution?
   2. What are the primary benefits you give your customer?
   3. What problem does your offer solve?
   4. If you could create any result for your prospect, what magic wand result would you create?
   5. What are the ideal customer results you could create? How did the customer change? What did they feel?
   6. What do prospects want from a better solution? Do they want higher quality, easier than ever, faster than ever, more predictable results, fewer downsides/disadvantages?
   7. Is this truly what the prospect really wants?
   8. What will prospects experience and feel after using your product or service?
   9. Is the solution different than the competition?
   10. What is something weird you can deliver to the customer?
   11. What bonuses could you include with this offer?

What is the effort to get the result with the product or service? Is the result permanent? What do you have to do to maintain the result?

* 1. Is your offer new, unique, exciting, easy, predictable, and huge?
  2. What is the customer before vs. customer after (magic wand waving)?
  3. What is the vivid “movie” for your prospect BEFORE your offer?
  4. What is the vivid “movie” for your prospect AFTER your offer?

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