

# Smooth Offer Structure

## Ingredients & Incentives

### Ingredients Of A GOOD OFFER:

- Ingredient 1: **Irresistible Future**/Outcome (Life Catalyst)
- Ingredient 2: Strong Belief Of Achieving Big Future (**High Likelihood Of Future**)
- Ingredient 3: They Believe in the **METHOD/Vehicle** To Get The Big Future (Sale 1)
- Ingredient 4: They Believe **We Are The Best Service To Use That METHOD** (Sale 2)
- Ingredient 5: They Believe With Us, They Will Do It In **Less Time**
- Ingredient 6: They Believe With Us, They Will Do It In **Less EFFORT**

### LEVERS TO INCENTIVIZE:

- INCENTIVE 1: LIMITED AVAILABILITY (**SCARCITY**)
- INCENTIVE 2: HIGH **URGENCY**
- INCENTIVE 3: **BONUS STACK:** LIMITED TIME BONUSES (Main offer alone is worth the price, then add bonuses to make it an easy choice)
- INCENTIVE 4: The opportunity will not be available in the world/marketplace (**EARLY ADOPTERS**) (FIRST MOVERS ADVANTAGE)
- INCENTIVE 5: **COMPOUNDING CONSEQUENCES**
- INCENTIVE 6: **RISK REVERSALS**