

General Ideas

Money Model: A sequence of offers

- Don't sell 100 different products but sell your core product in a 100 ways
 - Sell them, what they need when they realise they have a problem
 - The goal is to cover the cost of getting a customer, fulfillment and getting a new customer within 30 days for each customer you get
- **Heat Check:**
Ask them on a Scale from 1 to 10 how bad do you want it?
If 8 or higher, continue sale. If below 8, ask what they value and adjust offer

Building a Money Model

- Build your Offer one after the other.
- Don't implement a full money model at once
- Use Affiliate Products to fill gaps
- First Attraction Offer, then Upsell/Downsell and eventually Continuity Offers

- Make sure to follow these steps when building:
1. Get customers reliably
 2. Make sure they pay for themselves reliably
 3. Make sure they pay for other customers reliably
 4. Start maximizing each customer's long-term value
 5. Spend as many advertising dollars as possible to print as much money as possible.

Attraction Offers

• Turn Strangers to Customers

Win Your Money Back

- Pay now, but do X in Y time with Z Rules and win your money back
- Brings upfront cash and lowers risk for buyers
- Increases yes decisions and long term customers
- Refund criteria must be simple, aligned with goals, and business friendly
- Add meetings as terms to check in and upsell
- Only use a refund rate is under 3%

- Make an upsell offer halfway through, reminding them of their long term goals
- If they lose, offer to apply the win towards a higher purchase.

Giveaways

- Free high value prize, one winner, rest get discounts
- Pick a desirable Grand Prize. What you want everyone to buy.
- Collect lead info during entry
- Two prizes boost referrals. Have someone win a second prize if someone they referred wins.
- Show the Value of the Grand Prize, compared to a retail price tag and then offer 10% discount for people who did not win.
- ~~(\$9999-\$2000)~~ -> 10% (\$1800)
- Book appointments with non winners
- Offer the discounted Core Offer first. Have a backup downsell and apply the same 10% discount to these offers.
- Use expiration dates to push action
- Run for seven days or until lead cap reached

Decoy Offer

- First payed offer
- Advertise free or discounted decoy
- Present premium offer alongside
- Premium stacked with more features, bonuses, guarantees
- Ask if they want free stuff or real results
- 4 Ways to Advertise a Discount
 - 1. % off
 - 2. Absolute amount off
 - 3. Free Part (83 months free)
 - 4. A package with reduced price \$900 ~~(\$1300)~~
- Test what converts best
- If not converting, widen the contrast

Buy X Get Y Free

- Buy one, get more free
- Works for items or access extensions
- Always give more free than paid
- Offer the same or different items in a bundle. Increase the price for one and give the rest away for free.
- Cap sales to protect cash flow

Pay Less Now or Pay More Later

- Choice: pay full later with guarantee OR discounted now with bonuses
- Incentivize them to pay now but also offer payment plans with some penalties or reduced features. 20-50% off plus bonuses to pay now
- Pay later option has conditional guarantee with clear criteria
- Align guarantee with value delivery
- Offer pay now after they accept pay later
- Promise must be easy to track and verify
- If over 10% cancel, adjust promise or price
- Give extra support before cancellation deadlines

The Classic Upsell

- You can't have X without Y
- Attraction Offer reveals a problem. Upsells solve it.
- Works best for immediate problems from the first offer.
- Start with most expensive one
- Show 3 options and place the price of the most bought closer to the one you want them to buy more (\$-\$\$, M-\$\$, L-\$)
- Upsell Guarantees, Warranties and Insurance
- Asking "you don't want anything else do you?" gets agreement.

Menu Upsell

- Make BAMFAM a habit for more chances. (Book a Meeting from a Meeting. Never let them leave without a new appointment)
- You can add unlimited upsells as long as they solve problems.
- You need this instead of this.

Anchor Upsell

- With multiple offers or a palette of products.
 - 1. Show them a list of what you offer
 - 2. Explain why they don't need some and cross them out
 - 3. Explain what they do need.
 - 4. Offer a "A or B" choice. (Lemon or Vanilla?)
- Steer new customers toward the most suitable option.
- Always show premium offer first, then main offer.
- Customers see the main offer as cheaper in comparison.
- Sequence:
 - 1. Present anchor
 - 2. get reaction (grope)
 - 3. present core
 - 4. ask for payment.
- Premium should be 5-10x the main offer.
- Make the anchor a serious offer
- Both offers should share the same primary features.
- Premium offer includes extra secondary features.

Rollover Upsell

- Credits previous purchases toward the next offer.
- You get your money from the last product as a discount for the premium one
- Who to upsell:
 - old customers
 - upset customers
 - other companies' upset customers
 - current customers.
- What to upsell:
 - More
 - Better
 - new
 - different products.
- Approach customers with a custom message.
- Always ensure profit remains after applying credits.
- Credit can be full or partial, given up front or spread out.
- Divide the credit and put spend it on a monthly subscription.
- Price the new offer at least 4x higher than the credit. Creates about a 25% discount.
- Add urgency with one-time only terms.
- Gift Cards:
 - Give them the chance to credit a discount to someone they refer.
 - 50% off for someone you bring

Payment Plan Downsells

- Offer the same product again, but with a different payment plan.
- Spread cost with upfront payment plus scheduled payments.
- Only valuable if customers pay in full over time.
- Steps:
 - 1. Present full price with discount for paying in full. (hint, most buy in full)
 - 2. Offer third party financing, then credit card, then layaway.
 - 3. Split into two payments on paycheck dates.
 - 4. ~~(\$1000-\$1000)~~ -> 10% (\$1800)
 - 5. Split into three payments scheduled by paycheck or monthly.
 - 6. Schedule equal payments over set period.
 - 7. Offer free trial with card on file.
- Seesaw method: shift gradually from pay in full to installments.
- "Would you rather have giant monthly payments or tiny ones?" They'll say tiny. Then you say "It normally costs XXX. And if you prepay it today, you get a huge discount and zero monthly payments. That work?"
- Upsell: offer original discount if they pay balance today.
- Match schedules with paychecks to reduce declines.

Trial With Penalty

- Customer can try product free if they meet terms.
- Downsell this after the Payment Plan
- Sequence:
 - 1. Collect card (make it required for the trial)
 - 2. Get commitment.
 - 3. Explain actions and required meetings
 - 4. Outline penalties.
- They pay if the don't follow the rules (attend meetings, do homework, ...)
- Use refund style criteria to set penalty rules.
- Fees can be broken up or lump sum. Breaking up often works better.
- Let them make up for it, if they miss
- Use mid trial check ins to upsell, swap offers, or re engage inactive users.
- If they like it, sell long term or premium
- If they hate it, get angry at yourself and tell them they might be better fit for an upsell with what they would have liked
- If they did not use it, meet during the trial and keep them on track. Up/downsell

Feature Downsells

- Lower price by removing features or value.
- NEVER just lower the price
- Options:
 - Lesser quantity
 - Lesser quality
 - Cheaper alternatives
 - Feature removal
- Remove disliked features (See, Menu Upsell)
- First downsell gets prospect to reconsider main offer.

Possible Downsells

Time availability:	Real time vs. anytime, locked days vs. all days, business hours vs. 24/7, short sessions vs. longer sessions
Location:	one site vs. all sites
Consultation:	in-person vs. free
Speed of response:	minutes vs. hours vs. days
Speed of delivery:	prompt same day vs. next day vs. next week
Service style:	one on one vs. group formats
Communication:	text vs. chat vs. video call
Provider qualifications:	owner vs. experienced staff vs. new staff
Type of Content:	live vs. recorded content
Liveness:	in person vs. remote access
Delivery style:	DIY vs. done with you vs. done for you
Expiration:	permanent vs. limited time vs. Real time
Personalization:	generic vs. custom
Insurance and guarantees:	length of coverage, scope of coverage, terms of conditions
Downselling:	remove entire features instead of only lowering price

• Further downsells help find best fit for prospect.
After Each Downsell, Ask "Deal?" Or "Fair Enough?"

• If multiple downsells fail, confirm if they still want the product (Heat Check)

• If they like a custom combo but price is high, shift to payment plan downsell.

• If they decline, offer a free trial

• Use feature downsells on current customers before they cancel.

• Discount customers in return for advertising your business.

Continuity Offers

Continuity Bonus Offers

- Offer real discounts and follow up with valuable bonuses to excite customers.
- ~~(\$1000-\$1000)~~ -> 10% (\$1800)
- If they accept continuity, upsell blocks of time to boost 30 day profits.
- Give an awesome bonus if they sign up today
- When using continuity as attraction, advertise the bonus not the sale.
- Make the bonus related to your core offer to attract the right leads.
- Use bonuses you already have to avoid extra work.
- Add bonuses only if they sign up.
- If they join ask, if they want to save even more money. Then offer bonuses and discounts if they prepay a longer subscription package
- Discount by removing the cost of products or services you already sell.
- Sell the bonus value before explaining they get it free.
- Offer bonuses as a standalone option for more upfront cash.
- To get half of buyers to take the standalone, price it 33 percent above continuity.
- Boost upfront cash by offering continuity at a discount if bought in bulk.
- Have physical bonuses for digital products and digital bonuses for physical products

Pricing the offer

- You can price the continuity offer so that the percentage of people buying upfront is as you please
- Control the amount of upfront cash
- Formula:
Standalone Price Multiplier $\cdot 2/4 = \text{Continuity Choice Share}(\%)$
- To get 50% to choose continuity make the standalone offer 1.33x more.

Continuity Discount Offers

- Give continuity time for free if they sign up today.
- Ways to Discount
 - Up front
 - At the end
 - Evenly spread
 - After the first 1 or 2 months
- Spreading discounts keeps cash flow steady while giving full discount.
- Use gift cards to give the discounts, allowing customers to gift or use later.

Balance Cancellation

- Balance Cancellation terms to get enough signups but not too much churn
- Offer a lifetime discount at the peak churn month to lower cancellations.
- Have other options to earn a lifetime discount like following rules
- Make them repay discounts if they cancel early, returning them to month to month.
- Make cancellation rules clear.
- Ask for an exit interview when canceling, waive the fee for doing it.

Waived Fee Offers

- Present a month to month option with a fee, or waive the fee if they commit.
- Fee is usually 3 to 5 times the monthly rate.
- Commitment length should be at least a year.
- Larger fees push more buyers into commitments.
- Smaller fees bring more upfront cash.
- If the customer completes the commitment, the fee disappears.
- If more than 5% cancel early, work on the product

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