

WRITE & IGNITE



CHALLENGE

DAY THREE

**The Hot Offer Matrix — How To Map An
Irresistible Offer**

PRODUCT
(FEATURES & JUICY BENNIES)

PRICE
(VALUE/PRICE GAP)

PROMOTION
(SCARCITY & REASON WHY)

PLACE
(DELIVERY DETAILS)



PRODUCT: FEATURES, BENNIES & BONUSES

Step One: It's time to map out the specifics of your product. What do people get when they buy? List out all the features your product offers, along with any bonuses below. (HINT: For a physical product, map out all features and parts - everything the product has, is or includes. For a digital product, list out all the modules/steps/assets/access).

Example: Terabyte Hard Drive, Durable Carrying Case, Cable, Warranty

FEATURES:

Step Two: Convert your features into benefits! For each feature/bonus you listed to the left, come up with a benefit. If you're struggling to come up with benefits, use the Copy Posse Feature-To-Benefit Converter. List your benefits next to each feature below using the following formula:

[Feature] so you can [Benefit]

Example: Terabyte Hard Drive so you can rest assured you'll never lose video footage.

BENEFITS:



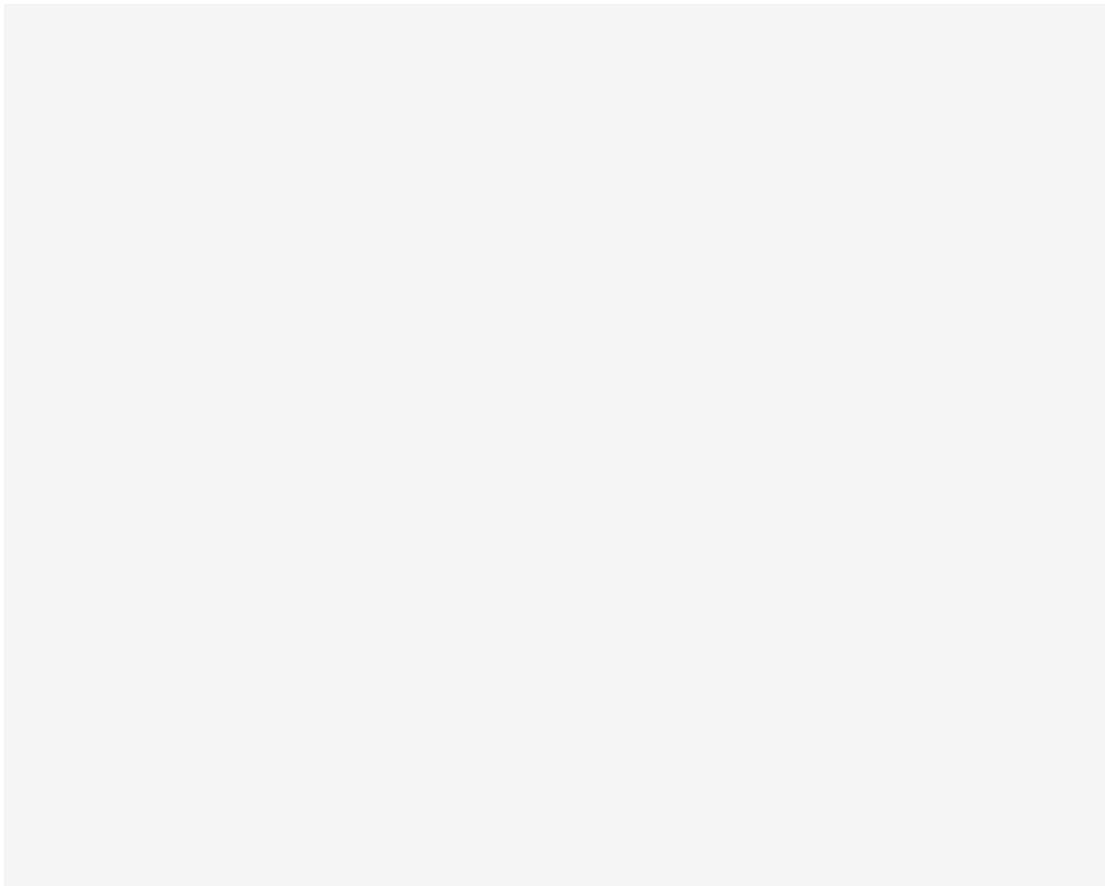


PRODUCT: FEATURES, BENNIES & BONUSES

Step Three: Now let's take it one step further and turn those benefits into what I call juicy bennies! Rewrite each feature/benefit above using power words and more emotional language. Make them saucy, glossy and Posse-approved! Aim to have 5-7 juicy benefits that can later be incorporated on your sales page.

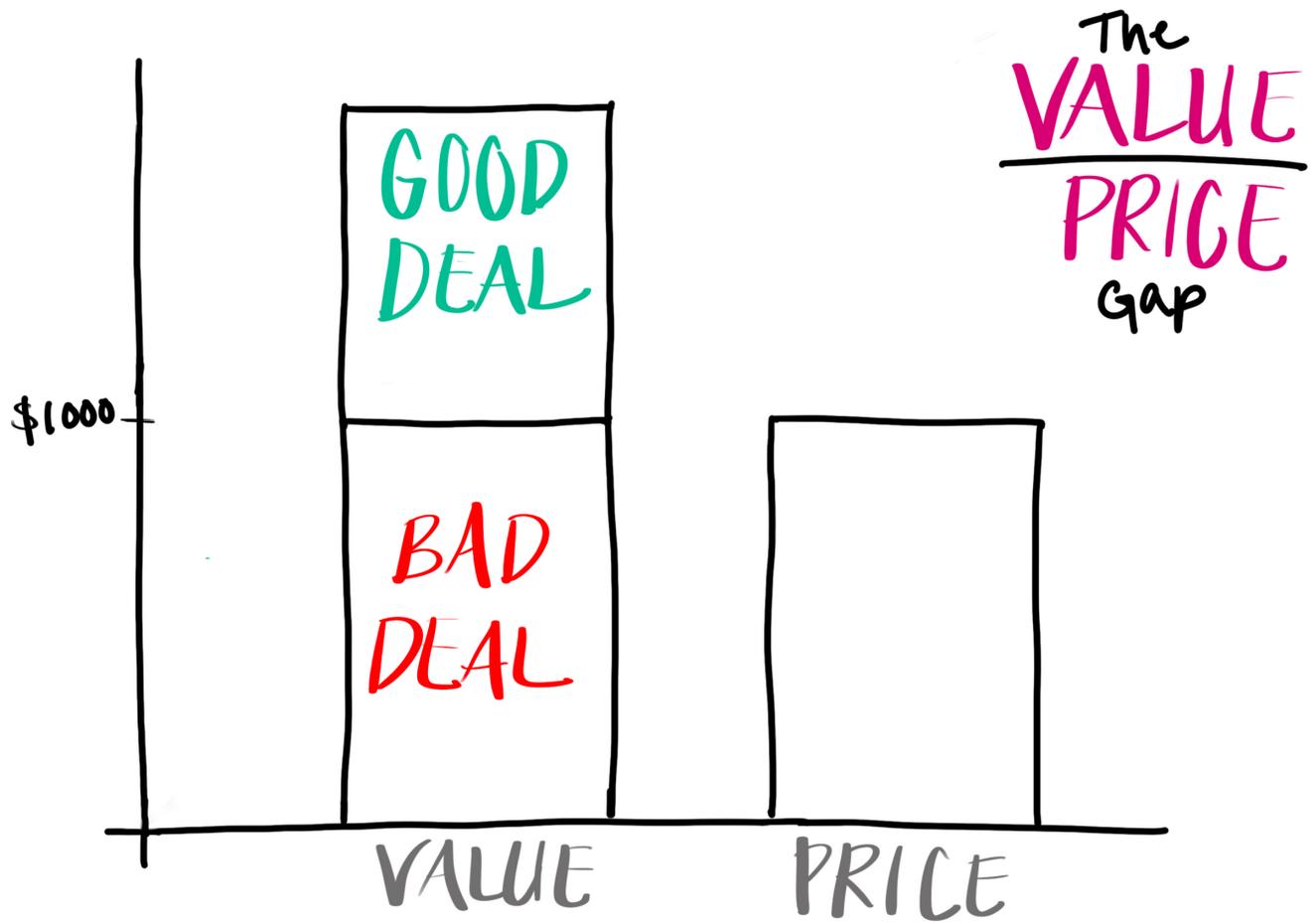
Example:

Terabyte Hard Drive so you can *take hours of video worry-free and never forget the day your child took their first step.*





PRICE: VALUE/PRICE GAP





PRICE: VALUE/PRICE GAP

Question #1: What is the highest **value** of the product? What might someone pay to get these benefits elsewhere? Justify it.

Examples:

Muse S Headset: What is a good night's sleep worth to you? Many pay THOUSANDS of dollars a year for sleep specialists, supplements etc.

Back To Life: Regular visits with chiropractors, physiotherapists and RMTs cost upwards of \$10,000 per year.

Copy Posse Launch Pad: You could pay \$25,000 to be part of Alex's Flight Club Mastermind to receive the same kind of training

Question #2: What is the regular **price** of the product? (**HINT:** *It should be much lower than the value*).

Example: *The regular price of this product is \$3,997 USD.*



PROMOTION: SCARCITY & REASON WHY

Remember the four common types of scarcity:

1. **Price Scarcity:** a good old fashioned discount.
2. **Quantity Scarcity:** limited quantity of what you're offering
3. **Premium Scarcity:** limited time bonuses
4. **Offer Scarcity:** offer availability for a limited time

Question #1: Which type(s) of scarcity do you want to include in your offer? Map it out below. The best offers include a combo!

Example: Order now and you'll get 50% off plus these 5 special bonuses for a limited time. Once time runs out, the price will go back up and your bonuses will disappear forever.

Question #2: Justify your scarcity with a reason why.

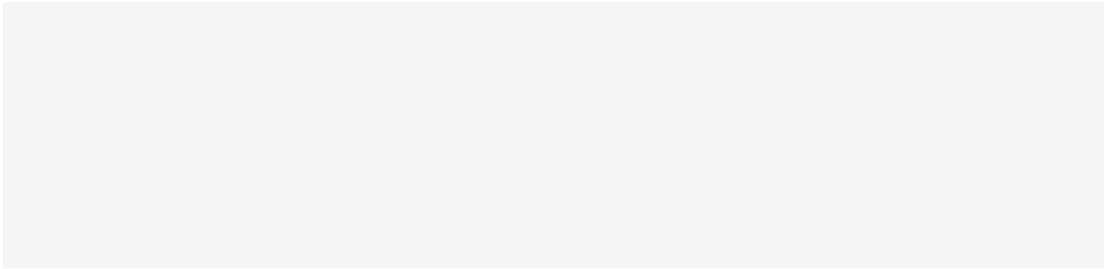
Example: It's our once-a-year Halloween Spook-tacular! We want you to finish the year off with some fun and be able to move past the difficulties of 2020. That's why, for a very limited-time ...



PLACE: DELIVERY DETAILS

Question: When, where and how do they receive this product? Provide as much detail as possible!

Example: You'll get immediate access after we receive your order. Or ... You'll receive your purchase 5-6 days after ordering to allow for shipping.





YOUR HOT OFFER MATRIX

Fab! Now map out your offer in the Hot Offer Matrix below. Keep it simple/point form – include your biggest/juiciest ideas and concepts.

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(VALUE/PRICE GAP)

PROMOTION
(SCARCITY & REASON WHY)

PLACE
(DELIVERY DETAILS)



YOUR DAILY HOMEWORK

Great job! To wrap up Day 3 of the Challenge, make sure you do the following...

 **DAY 3 HOMEWORK:** Complete your Day 3 workbook! Next, open up your Google Doc Sales Page and plug in your ideas/source copy for each section. Don't worry about placement or order – just get your ideas into the document.

 **DAY 3 ACTION:** Share your completed Hot Offer Matrix in the Facebook group, either by taking a photo or a screenshot!

 **ACTION TRACKER:** Don't forget to complete your other daily actions in your Action Tracker! The more you take action, participate and engage in the Challenge – the more you'll learn! See you on Day 4!