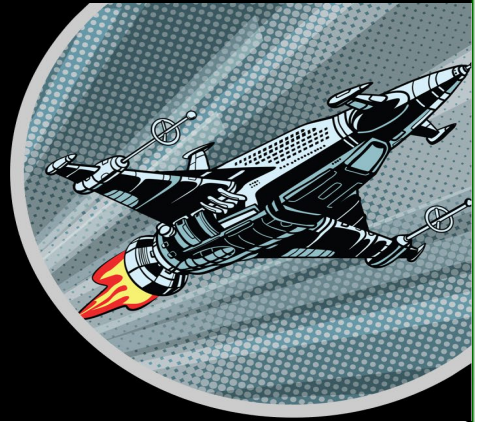


**The Ultimate
Write Killer Copy
FAST Toolkit**



21+ Types of Offers To Use In Your Copy



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FREE Offers



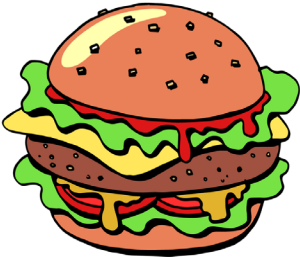
1

FREE Information –
Book, Report,
Video, Checklist...



2

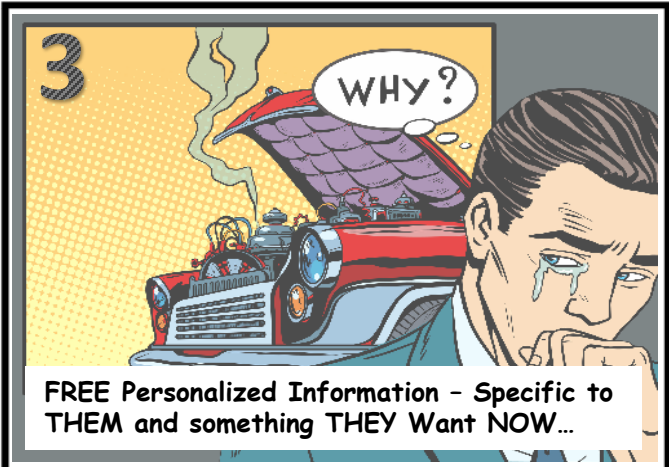
FREE
Dinner (Or
Lunch)



3

WHY?

FREE Personalized Information - Specific to
THEM and something THEY Want NOW...



4



Give them a TASTE of the
transformation you can provide...

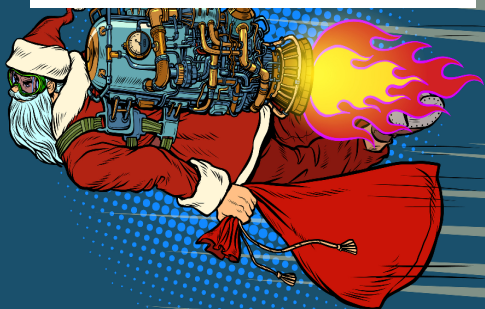
5

FREE Upgrade to
Something Better



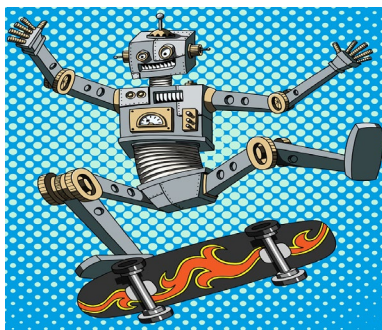
6

FREE Shipping or FREE Delivery



7

FREE Demo or Test Drive - great for software as a service.



8

FREE Mystery Gift... entice them by keeping it a secret...



DISCOUNT Offers



Give 'em a Deal to Save Money

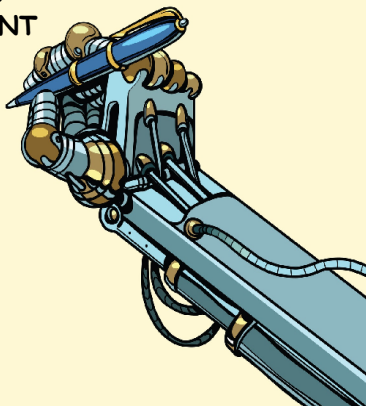
FIXED % DISCOUNT -
10% off, 20% off, 50% off



9

10

FIXED \$
DISCOUNT
\$10 off
\$20 off
\$50 off



11

NO SALES TAX!



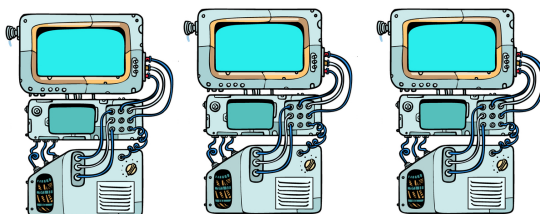
12

CASH DISCOUNT



13

UNIT DISCOUNT / BULK OFFER



Get 2 for the price of 1 (BOGO);
3 for the price of 2; deal on bulk purchases...

BONUS Offers



**Keep Piling On
More Good
Stuff!**



Oooo...
Product!
Service!

Provide Free BONUS Products / Services that directly RELATE to core offer

15 High Value NON-Related BONUS Gifts



I so want that mug...

EX: a cool coffee cup with a magazine subscription.

16 Multiple Premium BONUS Offer



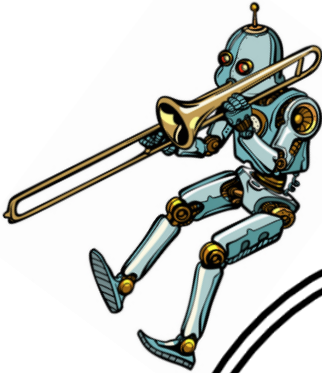
"Choose any THREE of these FIVE..."

17 EXTENDED Warranty or Guarantee BONUS



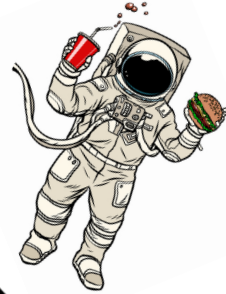
18

LOW INTEREST Payment Plan



19

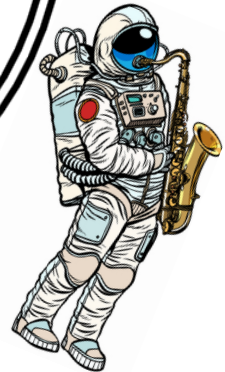
ZERO INTEREST Payment Plan



FINANCING Offers Find Ways To Make Buying EASY

20

ZERO DOWN and/or NO PAYMENTS for Six Months



MULTIPLE PAYMENT ARRANGEMENTS

3-Pay, 4-Pay, 6-Pay, etc.
4-Pay and Waive One Payment

21

And Last But Not Least...

SUBSCRIPTION OFFERS

- Multi-Year Discount Offer
- Continuity Discount Offer
- Free Shipping Included
- Initial Period Pricing - \$1/month for first month, then \$29/month after

RISK OF LOSS OFFERS

- Penalty Pricing - goes UP after date
- Limited Supply - only so many left
- Fast Response - order before X to save
- Disappearing Bonus - bonus goes away

UNIQUE OFFERS

- Total Risk Reversal - "If I can't sell your house, I'll buy it!"
- Loss Leader - EX: Roasted Chicken for \$1 - used to get customers in the door



You can mix and match these when designing offers for your products and services - make your offer impossible to resist.

Credit for compiling this list of offers goes to my friend Danny Stusser - an Expert highly skilled in Direct Response Marketing. For more advanced info on offers and their creation, contact him at Danny@ParetoCurve.com.

