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# GODFATHER STRATEGY

## Market Development Strategy



"Learning tool for Marketing Development"

*Tanzania Investment and  
Consultant Group Ltd*

**T**his is the single most powerful, most effective, and most profit-generating strategy I have ever discovered....

This is the one secret I've been reluctant to reveal. It's unquestionably the biggest secret I have ever uncovered in my 17 years in the trenches of sales and marketing.

This secret is so powerful, it instantly doubles or triples the profit of almost any sales message, selling any product or service in any market.

It can make the weakest and most unprofitable traffic sources into your own personal t of the most ravenous and 'itchy-to-buy' customers available.

It's my secret weapon. And it has allowed me to invade and conquer multiple industries in multiple markets with multiple businesses and crush much more established competitors into a fine powder that scatters in the wind.

*This is the Godfather Strategy:*

## Make Your Prospects An Offer They Can't Refuse

*Simple, isn't it?*

An 'offer' consists of two things:

- What your prospects want when they respond to your marketing.
- What they have to do to get it.

And it's where 99% of businesses get it wrong. They generate leads, or, if they have their head screwed on right, offer a free report. Then

they're surprised when people don't show up at the door waving a credit card, or don't whip out their wallet and buy straight away. And that's because they're not motivating their prospects with an *irresistible offer*.

Less than 1% of the businesses I consult with have this right before I work with them. They don't have any resemblance of an irresistible offer. Instead, they are using *resistible offers* and wonder why their business is stuck.

The Godfather Strategy is about making an irresistible offer with balls. It's about making some huge claims and some big promises. It's about having an offer so white hot that it melts objections and obliterates any friction between you and the sale... and... almost *forces* your prospects to buy.

Sadly, what I see all the time is that most business owners start in a position of *weakness*. Their promises are weak and watered down.

They have no resemblance of a compelling offer. Instead they have an impotent offer that looks something like this: 'Use our service and you might see some sort of benefit sometime in the distant future'. Or, 'Download this free report, and we'll tell you how great it is to have our products and services'.

These horrible, weak, and frail offers are simply not good enough to withstand the competitive gale force winds that rage through online marketplaces.

Here is how you create a hair-raising offer that stops your prospects in their tracks and demands their attention and practically forces them to buy.

Grab a cup of coffee or tea and get comfortable. Because unless your offers are already radically different from the tens of thousands of businesses I've seen, we're about to add big bucks to your bottom line.

# The One Unbreakable Rule Of Marketing That Can Ensure Your Success

In the old days, merchants and customers hammered out most purchases face-to-face in the town square. The merchant yelled out their offers, the buyer haggled for the best price, and asked the merchant to sweeten the pot by adding something extra or discounting the price.

The advent of mass marketing changed all that, of course. Today, digital consumers are accustomed to having your best offer presented to them on demand, with little to no human interaction.

Things have become incredibly fragmented.

With every passing day, our prospects are exposed to ever-more-amazing offers – especially on the Internet.

So the very first step in the process is this:

## Sell What People Want To Buy

This might sound elementary, but you wouldn't believe how many supposedly smart, university-educated people in business don't understand this.

They start by looking at what they would like to buy, and not their market. They swim against the raging river that is the desires of their marketplace and begin with their own interests in mind. They ask, 'What would I like to buy? What is convenient for me to sell? What do I think is a cool gizmo or service?'

They don't ask, *'What is the market starving for?'*

Once you've done your research using the Halo Strategy and have discovered what people *really* want in your market, then sell it to them!

Keep in mind that sometimes you can have the right crowd at the wrong time. You could be offering the best hamburgers in the world, but if you're trying to sell those hamburgers to a crowd that has just finished a seven-course gourmet meal, you won't have many customers.

If, through this process, you uncover that what you're selling isn't indeed what your market is starving for, don't try and put lipstick on a pig. That is, don't try and dress up what you're selling as being what they want and try and fool yourself or your market.

Do not try and reason with or convince yourself that what you're selling is 'good enough'.

Good enough won't cut it. Simply do what's required in order to pivot your business to align with what your market desires most. Fire employees, get rid of departments, sell the remainder of your stock in a fire sale. Whatever it is, do it. *Do not flog a dead horse.*

Enduring short-term hardship, loss, or discomfort will save you a lot of extreme long-term pain.

Most business owners and entrepreneurs spend tens of thousands of dollars developing a product or service *before* they've done deep market research or put together their offer or sales message.

They then try and mould their sales pitch to fit what their product and service can actually do, removing this claim or promise, or that benefit, ultimately castrating the sales message from the get-go.

The right way to approach this is to write your sales message *before* ever creating the product and service. Make the biggest claims, give the market what they're starving for, create the dream-come-true

experience for your market. And then, and only then, start to develop the product or service to deliver on it.

Moving on: Once you know what your market is starving for, then you take your product or service and craft it into a compelling pitch ... *an offer they can't refuse.*

Here's how you do it.

## Create A Detail Sheet: Features And Benefits

First, create a 'Detail Sheet' about the product or services you want to sell. On this sheet you should have two columns, column one should be titled 'Features' and this is where you list the *full* list of the features of what you are selling.

The second column should be titled 'Benefits'. This column is where you convert all the features into corresponding benefits.

Don't discount the importance of this just because it sounds simple. While this might sound very simple, if you do this exercise correctly and do a good job on your research, your offers will almost write themselves.

**IMPORTANT:** Please ensure you take a lot of time with this. Really sweat over it. Most amateur marketers and rookie copywriters don't do this step at all, and even most of the 'top' copywriters don't labour nearly long enough over it.

You should literally list every single feature about what you are selling that you can possibly think of.

Once you're finished with this step and your Detail Sheet is as comprehensive as you can make it, we are now ready for part two which is to write a Benefit List.

What we do here is go over our Detail Sheet and we translate each feature into a corresponding benefit, wherever possible. So first, let's get clear on the differences of a feature and a benefit. A **feature** is simply a detail or specification. Like the fact your mattress is made from latex, or that it comes in a cotton sleeve.

A **benefit** is what your product *will do for the buyer*. Let's say the mattress on your bed is made from high-grade natural certified latex. That's a *feature*. That fact could translate to *benefits* including it moulds itself to your body for perfect comfort, and it absorbs the movements of a fidgety partner and makes for more undisturbed sleep.

But there could be even *more* benefits! Thanks to the high-grade natural certified latex, you will sleep more soundly, awaken refreshed, perform better during the day at work, get the promotion you wanted, make more money, and move into a bigger house in a nicer neighbourhood.

All because you bought the right mattress.

Here are more examples of how facts and features can translate into benefits:

FEATURE	BENEFIT
<ul style="list-style-type: none"> <li>• <i>High-grade natural certified latex</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Reduces shoulder and hip pressure</i></li> <li>• <i>Good ventilation</i></li> <li>• <i>Allergy-free properties</i></li> <li>• <i>Allows better blood circulation</i></li> <li>• <i>Provides pressure relief</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>100% Organic Bamboo Cotton Sheets</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Durable and long lasting (will save you money)</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>Made from breathable material</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Keep you cool in the summer and warm in the winter</i></li> </ul>

If you do this process properly you should have several pages of features and corresponding benefits.

## Create Your Offer

Next, start thinking about your offer. Your offer is your basic business proposition, and is by far the most important element in your entire sales message.

### Offer Basics

What are you selling? \_\_\_\_\_

How much does it cost? \_\_\_\_\_

Who will take immediate action on this offer? \_\_\_\_\_

How do you claim/buy it? \_\_\_\_\_

First up, forget about your lawyer. Forget about your industry regulations, and all of that stuff for now. I want you to think about what promise or offer you'd make if you had a magic wand and there



were no rules or limitations to what you could say, what you could promise, and what you could have in your offer.

Even if it's not your whole service, even if it's a splinter of your core product or service, what could you give prospects that would give them some results right away? Get creative with it. Really think about what your best offer could possibly be.

I want you to come up with the most powerful offer you can put down in writing. It should be no more than a few lines. When you're doing this, it's really important to remember that no one is going to see this piece of paper except for you at the beginning. This really gives you an opportunity to go over the top and go all out. We want that.

*Make it outrageous.*

Now it's down on paper, start pulling it back to something that you can actually back up and deliver on and that won't get you sued for false advertising. Obviously, you have to offer only what you can deliver on. Otherwise, that promise is going to backfire and cause all types of headaches and problems for you. You want to start really big, put it down on paper, then dial it back to something that's irresistible but you're still confident you could deliver on.

Irresistible offers are detailed and specific. Let me explain. Let's say we're selling mattresses online. Let's look at a lacklustre offer I found by doing a quick Google search. (And generally, when we do Google searches, it's very rare that people have great offers, which is why it's no surprise so many businesses fail.) Here's the offer I found:

*'Buy your mattress online. Fast and free delivery'.*

There was also this restatement of the offer:

*'American-made with free delivery. Buy your mattress online today for better quality'.* If we reduce that down to this: *'Buy an American-made mattress*

*online with free and fast delivery'*, then most people looking at that would think it's okay.

But when you know a thing or two about creating winning offers, you understand that this is an incredibly boring offer. Let's compare this vague and watered down offer to a winning offer in this space.

Take Casper a mattress in a box start-up. This is their offer:

'Get America's best-reviewed mattress, delivered to your door for free, for a 120-night trial'.

This is an irresistible offer that helped Casper shake up a stale \$29 billion mattress industry, taking them from zero dollars as a small start-up to over \$600 million in sales in their first 4 years of business. That's the power of an irresistible offer.

There's specificity in it. There's risk reversal. And you're going out into the market with a really, really strong and compelling Godfather Offer. If you're in the market for a high-quality mattress, this is an offer that will get you to sit up in your chair. It will raise the hairs on the back of your neck, and it will demand that you pay attention.

And pay attention they did. Their mattress has over 45,000 reviews at the time of this writing, with almost 30,000 of them five-star. Here's another example. Let's say we're a homebuilding company. Again, I've done a quick Google search to see what kind of offers people are running in that market. This is a very important thing to do. You want to see the environment your offer is going to be competing in. In this instance, we're looking at Google Ads. Here we see:

*'Home Builders Melbourne. Explore our latest designs. Designing luxury homes from a range of elegant designs. Enquire Now!'*

That's their 'offer'. When we reduce it down to a straight headline it turns out it's this: '*Designing luxury homes from a range of elegant designs*'. For most people that sounds pretty good. That's what they

do. They design luxury homes. They've got a whole range of elegant designs you can choose from. However, again, this is incredibly vague. It's gutless, and it will be ignored in a sea of other lame, impotent offers that provoke zero action. As a consumer, I don't even know what they want me to do from this. But it certainly doesn't get me excited.

Compare this to an offer we created for home building start-up Enso Homes:

*'We'll build your new home in just 30 weeks or give you \$5,000 in cash'.*

We didn't just create this offer out of thin air. We found from our research (during the Halo Strategy) that the biggest pain point for consumers commissioning boutique luxury homes was that builders often drag out projects and constantly miss deadlines. And we found that most consumers who are building a new home with a boutique builder are renting, and they really can't afford to be renting and doubling up on paying repayments on their house and land plus their rental property for an extended period of time. This was the problem keeping them up at night.

So we created this offer and put it front and centre of all the digital marketing we were doing for Enso Homes. On the website, on the landing pages, in their HVCO. Everywhere. How did it go? Let me tell you how it went. This offer took Enso Homes from zero dollars, and never receiving a deposit ever on a new home build, to over \$7 million dollars in revenue in their first eight months. It went nuts. Completely crazy. And that, again, just illustrates what a really compelling offer has when it addresses those specific pain points of that marketplace.

Let's do one more exercise – a little bit closer to home. Let's jump onto Google and look at SEO agencies. This is an offer I found:

*'Best SEO management. Digital marketing experts'.*

There's no offer here. It's more of a statement, right? There's no specificity, no risk reversal, no timeframes, no end benefit to me. This dull-as-dishwater copy will never awaken your prospects from their sleepy state, shoot an electric thunderbolt through them, nor provoke them to take action. This doesn't get you excited in any way. And this from a company who apparently are digital marketing experts! Now let's take a look at what a winning offer in this space looks like. This is one from yours truly:

*'Guaranteed Google rankings in 90 days or we work for free'.*

Woo-ee! Now that is an offer. It's bold. It's specific. And it's got risk reversal all over it. Obviously, if we couldn't deliver on that, we'd be quickly going out of business. But when we looked at creating and guaranteeing our offer, we did the research. We found that two-thirds of our target businesses had been with another agency and had been burned because they didn't see the results that they wanted. When they came to us, they were highly sceptical – not necessarily of us, but of the industry as a whole. In response, we wanted to craft an irresistible offer that addressed these pain points, reversed that risk, and really allowed us to guarantee our clients' results.

This offer really helped us invade and conquer our hyper-competitive industry. The waters are bloody from fierce competition in our space. There are *thousands* of digital marketing agencies in Australia. And it's really taken King Kong from my bedroom, with no funding and no venture capital, to being ranked the 28th fastest-growing company in Australia by the *Australian Financial Review* two years in a row. And also the fastest-growing digital agency in the country. That's the kind of power that a potent offer has.

## Your Offer Is The Tip Of The Spear

# Of Your Sales Message

In most cases, a strong offer will succeed in spite of weak copy, but strong copy won't overcome a weak offer. The best laser-targeted traffic in the world can't save an ordinary 'good enough' offer. In other words, you can have the latest landing page building software, the most advanced sales funnel possible with contingency campaigns up the wazoo, the best Google Ads or Facebook ads guru running the most advanced traffic campaigns, heat mapping software installed on your website – but if you don't have an irresistible offer for your market, then *none of that matters*. It really is the offer that makes the heart beat and blood pump in your marketing.

A strong offer is not solely based on price. Don't think you must have the lowest price in order to have the strongest offer. Having an offer based on the lowest price can easily be copied by your competitors. And whoever wins that race to the bottom usually loses, or they always lose, right? It's usually the opposite with our clients because having a potent offer allows you to command higher fees.

## **Don't Use These Weak Offers**

Even if they happen to be valid reasons why people should do business with you, the items listed below are *not* irresistible offers that motivate people to do business with you:

- Great customer service
- Outstanding quality
- Being innovative
- Having a great team
- Being responsive to your customers' needs
- Having a great reputation.

I have a saying:

'If the offer and the guarantee don't keep the founder up at night, then they're not strong enough'.

You need to create a response from your prospects like, 'How can they possibly offer this?' Or, 'How can they guarantee so much?' Or, 'Are these people out of their minds?' It must look outrageous. It must make the decision a no-brainer for your prospects.

A compelling offer is infinitely more powerful than a convincing argument

The idea of a compelling offer is to remove all friction for a prospect to buy from you. You want to reverse that risk and burden and make it an absolute no-brainer for your prospects to take you up on your offer. In the words of the late, great Claude Hopkins, *'Make your offer so great that only a lunatic would refuse to buy'*.

## The Seven Parts Of Your Godfather Offer

A Godfather Offer is comprised of seven major components that make its brilliance come to life:

### **1. Rationale**

Compelling offers begin with a clear and credible explanation of why you're making such an outrageously generous offer. Perhaps it's a 'Special Introductory Offer' and you're so confident that once the prospect experiences the truly amazing benefits your product or service provides, they'll be a raving fan of your company and a customer for life. Or maybe you have a more efficient business model than your competitors and this allows you to pass the savings onto your customer – exposing a 'hoax' or a 'con' positioning yourself as a

concerned advocate, casting stones at a shared enemy and becoming your new customer's greatest champion.

Whatever your reasoning and rationale for the amazing, truly spectacular and almost unbelievable offer you're making, put it up in lights and make it abundantly clear to ensure your offer is believable.

## **2. Build Value**

First things first: You want to build the value of your offer based on the usual everyday price – this can be what you normally charge or even what your competition is charging.

It's important to establish your regular price and make it seem like really good value. To make your regular price believable, specifics and forensic-like detail are crucial for proof.

Tell your prospect where your product has been offered or sold at full price or even how many thousands of people have paid the full price for the product or service. Show, don't tell: Where possible, it's very important to include screenshots of other websites and catalogues. This makes it even more believable to the everyday sceptic that this is indeed true and you aren't building superficial value or hype.

Then, illustrate in great detail (sell) why even at full price your product is an incredible deal. Show how your product or service is a mere pittance to what they will make or save, even at the regular price.

Then reveal your discount in a way that illustrates your role as your prospect's advocate and champion.

Quantify the monetary benefits the product will deliver and compare it with the almost insignificant price you're asking in return. Reduce it down to the ridiculous. Breaking the regular price down to a daily or weekly figure and compare it with something far more trivial that they spend more on without even thinking about the expense: A cup

of coffee or protein smoothie that's just \$1.33 per day, week, month; or cheaper than a cup of coffee to get [insert huge benefits].

### 3. Pricing

If the offer you're making is designed to turn complete strangers into paying clients and customers, the key is to offer a low-end price point that will get you maximum numbers of new customers, *plus* one or two higher price points to increase your average sale and return on investment. You want to lead with your most aggressive offer and then have two to three upsells after the initial purchase has been made. This makes the first sale as attractive and irresistible as possible and once the prospect has bought the first offer, the additional upsells are met with less friction than if you would have offered a higher price on the front end.

You can even lead with a *loss leader* – an introductory product or service that you're willing to sell or give away at a loss in order to build customer loyalty and future sales. For example, one of the most profitable smartphone game apps in the world is Candy Crush. You may even play it yourself! And guess what? It's a 'freemium' app, which means you download the basic game for free. You can even play the basic game for free as long as you want to. *You are never required to pay a penny.* But Activision Blizzard, who now owns the game, earns a reported \$633,000 *per day* by selling in-game upgrades for more moves, more lives, and more levels. The game is designed to make users an offer they cannot refuse – and sure enough, they love it and keep spending to play it.

The key here is to avoid presenting prospects with too many choices on the front end, and leave that to the upsell process. Your chances of losing the initial sale increase with every extra option to purchase they're offered. Any additional time your prospect spends trying to decide which offer to go for kills the sale.



Now if you're generating leads, your offer might be a free consultation. If that's the case, you still need to attach a dollar amount to the consultation and you still need to sell hard to get people to take you up on your offer, even if it's free.

Your offer should be specific, so you can't just slap a 'free consultation' as your offer and think you're done, no, no, no. Offer a free 30, 45 or 60-minute phone consultation, analysis, strategy session or roadmap.

More on this in the 'Putting Together Your Landing Page' section of this chapter.

#### **4. Payment Options**

When your ideal price point – the level at which most of your customers will buy – is relatively high for prospects, consider breaking up the purchase into a payment plan of three or four payments.

You collect the credit card number with the order, then charge it for one-third or one-fourth of the total amount each month for three or four months.

By doing so, you effectively lower the perceived price point in your prospect's mind and this should increase response. Plus, 'today' money is always more crucial to a prospect's decision to buy than 'tomorrow's' money.

#### **5. Premiums**

These are the free gifts that prospects receive along with the product they're purchasing.

Premiums are not to be scoffed at. You might be rolling your eyes and thinking about late night infomercials that gush, 'But wait... there's more! You'll also get this free set of steak knives – *if you order right now!*'

The reason premiums are used is because *they work*. Having a hot premium can double or triple your sales. When you start paying attention to commercials on television and in the media, you'll realise the ones that really work, the ones advertising with real force and spending hundreds of millions of dollars – they mostly have premiums.

Why? Do you think they enjoy burning their money and eroding their margins? No! It's because they dramatically increase response.

A great example of the impact of having a hot premium is from *Sports Illustrated*. In the summer of 1986, Martin Champaine, the magazine's marketing manager, found himself in the difficult situation where his last few promotions had bombed, meaning he wasn't persuading enough people to subscribe, which is basically the worst news any magazine can get. So, he needed something new, something fresh – an offer people couldn't resist.

It was then that the Football Phone premium was born.

*Sports Illustrated* ran television ads giving away the football phone as a premium with a yearly subscription of the magazine. This premium went on to sell 1.6 million subscriptions for the once-hurting publication.

Premiums are a proven way to pull in more sales. And no, if you're a homebuilder it doesn't mean you should offer your new clients a football phone. Great premiums should be aligned and relevant to your business.

Here are some premium examples:

Identify theft insurance company: Free document shredder.

Homebuilding company: \$5,000 furniture and appliances voucher.

Car detailing company: New floor mats.

Moving company: A 'get your bond back' small home repair tool kit or free end of lease cleaning service.

Divorce lawyer: Free \$500 travel voucher (romantic getaway or get some space!)

## **6. Power Guarantee**

The stronger your guarantee, the better. The role of the guarantee is to reverse the risk for the prospect and place it on you, the business, thus removing some of the friction before making the sale. Twelve-month guarantees tend to be the most common. However, it's much better to be very specific and if the guarantee is attached to the performance of what you're selling: 'If you follow the program and don't lose 10kg in your first 180 days, just let us know and we'll refund every cent you've paid'.

We'll be diving into the exact specifics of guarantees later in this section.

## **7. Scarcity**

Offers without scarcity don't sell as well, but it needs to be genuine or you'll erode brand trust with your prospects. Think about it, if you don't need to take action now, when will you take it? Never.

Examples of scarcity include:

- Putting an expiration date on your offer.
- Countdown clocks.
- Only X left at this price.
- Buy before X to avoid a price hike.
- We only have so many hours in a day/employees to service

you/products left in the warehouse.

Scarcity has been shown time and time again to dramatically increase the pulling power of offers. The best marketers use it because it works. Injecting scarcity into your offer tells prospects they're being offered something unique – but they need to act fast!

## Anticipate And Overcome Objections

After you've mapped out your offer, you now want to ask yourself what objections a sceptical prospect might have in taking you up on your offer.

Spend some time thinking about the objections your prospects would have and write them down below.

What are the main objections to the offer?

- 1.
- 2.
- 3.

How will you overcome these objections?

- 1.
- 2.
- 3.

Once you've completed this, it's time for the last step – to read your offer and ask yourself, 'What can I add to make this offer *even more* compelling?'

Once you've made your offer as irresistible as humanly possible, then make sure the copy is tightly written. Offer copy needs to be direct

and to the point. There can be no confusion about what the prospect will receive in exchange for their money or time; when they'll receive it and why it will benefit them. That means you must edit your offer copy even more ruthlessly than normal, making sure everything is crystal clear.

I can't stress the importance of labouring over your offer. Once you know what your market wants and you package it all up in the most irresistible offer possible, everything else becomes a lot easier. And once you experience a taste of what a Godfather Offer brings to your bottom line, you'll never look at it the same way again.

## A 'Power Guarantee' That Slaughters Your Competition And Leaves Them Screaming For Mercy

Here is a simple but devastatingly effective sales strategy that can help dramatically transform your business.

I'm now going to show you how to eradicate sales resistance and scepticism through having a **power guarantee**. This simple approach builds trust and goodwill, while getting you more customers than you know what to do with.

While just about everybody's heard of a guarantee, very few marketers and business owners know how to craft one that takes full, 100% advantage of its incredible selling power.

And that's precisely what the following content is all about.

I'm going to take you by the hand and show you how to take your ordinary guarantee and pump it up with steroids. You'll discover how to soothe even the most sceptical prospects and make your guarantee

so compelling it cripples the competition and brings them to their knees, pleading for mercy.

WAIT A MINUTE! What in the world am I hearing? You say you don't already have a guarantee? Are you trying to tell me you thought all you had to do was tell your prospects how great you are and they would line up waiting to throw their money at you?

Well, unfortunately, that's not quite how it works.

So, before we get to work, let me address some of the biggest concerns around having a guarantee and what your inner pessimist might be thinking right now....

*'I don't want to offer a guarantee...'*

Listen: If you're not willing to guarantee your products and services in some way, shape or form, why should any of your prospects trust you?

Think about that for a moment. If you're not willing to guarantee any element of the products and services you sell, why on Earth should anybody trust you with their hard-earned money?

How are you different from all the other companies they've done business with, only to be left with empty promises and disappointment?

You need to realise your prospect has been let down, misled, and downright lied to by other businesses. They're sceptical. And if you're not willing to offer a guarantee for your product or service, how can you possibly put those fears to bed?

Think about this – if you don't have a guarantee, you're literally placing all the risk of your prospect's purchase on them and no risk on you. What does that say about your business? If you're really planning on growing and scaling your business, it means the majority of the advertising you do is going to cold traffic – that is, people who

don't know, like, or trust you. These are people who are just online. They've been doing their research. They've seen your Facebook ad, Instagram ad, or whatever it might be. Essentially, you're asking a complete stranger to part with their hard-earned money for a product or service they don't even know is going to solve their problem. Right? A powerful guarantee reverses that risk, and it reduces the friction for someone to buy.

You want to lead with the Godfather Strategy, which is to make them an offer that's so good they can't refuse. And then you want to back that up with the whole 'you can't lose' guarantee, and reverse all that risk. If you're confident with what you're selling, why wouldn't you make it as easy as possible for as many people to buy your products and services? To do otherwise just doesn't make any sense.

If you're still not quite on the same page, let me ask you this question: What would you do if the customer bought from you, and then, for one reason or another, they weren't satisfied with what they bought? How would you make it right?

Would you tell them, 'bad luck'?

Would you say, 'Look, you've bought it, it's your problem now'?

Or would you work with them to ensure they're happy, and add even more equity to your brand name by really helping them?

The answer should be obvious.

However, if it's not, let me bring something else to your attention. By law in most countries, if someone buys from your business, and something is defective or doesn't perform as advertised, or could be perceived as not being truthfully advertised, the consumer is entitled to compensation with either repair or replaced goods, or part of them; resupply or fixing a problem with services, or a part of them; or providing compensation to the consumer or end-user. In Australia,

consumer protections are enforced by the Australian Competition and Consumer Commission, so you already have a guarantee. Whether you like it or not, it's built into everything that's sold in this country. So, if you've already got a guarantee, then why not advertise it? Use it to your advantage to reduce buyer friction and increase your selling power. A powerful guarantee can triple sales, and they're called upon less than 5% of the time. So, if you do the math, you can tell me whether or not you think that's a calculated play to use this front and centre of all of your marketing.

### **The Deeper Psychology of a Power Guarantee**

In order to fully capitalise on the selling power of your guarantee, you must grasp the primal psychology behind it.

The primary thing to realise is this: In any given transaction between two parties, there will always be risk present. In most cases, one side will be asked to assume the burden of this risk, and more often than not, it's generally the buyer, and not the seller.

For your prospects, the biggest risk they have is believing your promise to them. In essence, you're asking them to have faith and believe that what you're telling them is true. That they should simply 'take your word for it' and that they'll experience the numerous benefits you're promising.

And who could blame them for being reluctant to trust you? In an age where so many false promises are made and scepticism is so rampant, prospects must be very careful about accepting anything you tell them. Unfortunately, in every market there are people out to make a quick buck by promising a diamond and delivering a hunk of cheap glass. Even if you have plenty of proof, testimonials, and other credibility elements to showcase, your guarantee is one of the most important credibility elements in your offer. You should go beyond



thinking of it as a simple 'risk reversal', designed to push fence-sitting prospects over into taking action on your offer. Instead, think about your guarantee as a *proof element* to your overall offer – proof of how confident you are about delivering on every promise your offer makes.

The primary function of your guarantee is to make your prospect feel safe and secure that they'll get everything you've promised them or their money back.

And don't worry, I know what you're thinking: 'If my customers can try the product before they pay, and return it without owing a cent, surely they'll take advantage of me and I'll lose money hand over fist and go broke!' Know this, for every dishonest scammer who takes advantage of your liberal guarantee policy, you'll get five honest prospects to say 'yes' when they otherwise would have been too uneasy or sceptical to buy.

This has been proven time and time again in thousands of scientific split tests.

## 7 Steps To Creating A Power Guarantee

Ok, let's get busy: here's a step-by-step method for creating your power guarantee (or pumping up an existing one on steroids) and using it to supercharge your marketing efforts.

### **1. Study the competition**

Do a Google search for other businesses in your industry and the word 'guarantee'. Then take it one step further and have someone call and ask them about their guarantee. Look outside of your industry or geography for solid guarantees. Write them down. Go deep in your

search. What trends do you see? Do many companies in your industry offer guarantees? What type of guarantees did you find? Did you find any specific performance-related guarantees or were they the more common, lacklustre vanilla 'satisfaction guaranteed' type?

## **2. Laser in on your strengths**

What area of your business is a strong point for you? Do you get results quickly? Do you have exceptional craftsmanship? Do you do very fast installations? Are you great at maintenance? Do your products or services produce consistently outstanding results? Do you save money or time for your customers? Always sell the thing you do better than your competition.

## **3. Be specific**

Think about the specific results a customer wants, or the problem they're trying to solve when they buy your products or services.

Your guarantee should be specific, not some vague notion of 'satisfaction'. Satisfaction is too broad. Make a specific promise and tell your prospects they must experience the benefits you're promising – otherwise they don't owe you a red cent.

What good things happen when a client uses your products or services? Better sleep? More money? Lose weight? Reduced stress? Write down the answer in detail and then guarantee that outcome. Do not simply guarantee 'satisfaction'. **Guarantee in detail what that satisfaction will look like to your customer and make it measurable.**

## **4. Choose a payback**

As unlikely as it is that you'll be making good on your guarantee (remember, fewer than 5% of customers will ever take you up on it), you want to create an attractive payback in case a customer is unsatisfied. Ideally, it won't cost you much but will have a high perceived value, and alleviate and remove the perceived risk around

the purchase. Your guarantee should exceed customer expectations, be memorable, and wow them.

### **5. Test, measure, and refine**

It's vitally important that you know how well your guarantee is performing before you make it a core element of your offer. How? You can include it on some landing pages and not others, or different advertising channels such as Google, Facebook, YouTube, or Instagram. Then track the results and test, measure, and refine it until it's really power packed and pulling in sales.

Pinpoint how much sales have grown over the same period last year or the period before you had a guarantee. Be sure to test at least two combinations of your guarantee to find the one that pulls in the most sales. You might guarantee results for 30 days in one test and 90 days in another (longer guarantees generally work better). You might even use a ten-year or, better yet, a lifetime guarantee as an experiment!

### **6. Put it front and centre**

Once you've tested, measured, and refined your guarantee and found a winner that's pulling its head off, put your guarantee in writing and place it front and centre of all your marketing and public relations. Put it on your website, landing pages, proposals, in your ads, your brochures – anywhere a customer will see it.

### **7. Give your guarantee a name**

While this isn't mandatory, giving your guarantee a unique name can dramatise it and heighten its impact. Here are just a handful of examples to get your creative juices flowing:

- 100% Money-Back Guarantee
- My 100% Money-Back 'Triple-Protection' Guarantee
- Take it to the Bank!

- Better than Risk Free
- You Can't Lose
- Unconditional, Money-Back Guarantee
- Your Money-Back, No Questions Asked
- I Personally Guarantee
- No Way You Can Lose
- 30-Day Free Examination
- No-Questions, No-Quibbles, Money-Back Guarantee
- Iron-Clad Money-Back Guarantee
- 100% On-the-Spot Full Refund
- My 110% 'Call Me Crazy' GUARANTEE!
- Absolutely No Risk to You!
- 100% No-Hassle Refund!
- My 110%, No-Fuss, No-Questions, 'Take-It-or-Leave-It' PROMISE!
- No Pussyfooting Around and Get Every Cent Back GUARANTEE!
- Stronger than Steel No-Risk Money-Back Guarantee

**Here Are Some Industry-Defining Guarantee Examples:**

**The Forever Guarantee:** If at any time you are not completely satisfied with the performance of your Cutco Product, we will correct the problem or replace it.

**The \$1 Million Service Guarantee:** LifeLock works to help stop identity theft before it happens by taking proactive steps to reduce your risk. But if you become a victim of identity theft while you are a LifeLock member because of some failure or defect in our service, contact us and we will act on your behalf to repair any damage. We

will spend up to \$1 million to hire lawyers, investigators, consultants, and whatever else it takes to restore your name and help you recover the direct losses from the identity theft.

**Domino's Pizza:** Your pizza will be delivered in 30 minutes... or it's FREE!

**Costco:** 100% satisfaction guaranteed. We guarantee your satisfaction on every product we sell with a full refund. We will refund your membership fee (\$55) in full at any time if you are dissatisfied.

With the seven practical steps you now hold in your hands, every guarantee you write should suck in sales like never before. Each step in this process is easy to apply, especially if you use one of the many examples I've provided as a template and adapt it to your own product or service. A strong guarantee puts your prospect at ease and makes it easier for them to say 'Yes!'

Follow these steps and do them well... then craft an irresistible Godfather Offer and throw that on top... and you've got a money-multiplying formula for wealth in virtually any industry.

Now get to it!

## Action Points

- You create a FEATURE LIST.
- You create a BENEFIT LIST.
- You reduce your OFFER to writing.
- You offer a POWER GUARANTEE.