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**[www.UltimateCopyWorkshop.com](http://www.UltimateCopyWorkshop.com)**

## **Compelling Offer Checklist**

1. Free Information/report/starter kit, demo, etc.
2. Free with absolutely no strings attached
3. Free Trial converts to monthly billing or payment of product after X number of days
4. Free shipping
5. Hold your check
6. Time Deadline
7. Limited number of units available
8. Bonus overload – stacked bonuses
9. Early bird bonus tied to specific response date
10. Silly premium – cartoon, mousepad, coffee mug
11. TFN – Till Further Notice or Until Forbid
12. Mystery gift
13. Basic/Deluxe or Good/Better/Best
14. Multiple credit cards
15. Easy pay options (monthly payments)
16. The more you buy – the more save. Tiered discount based on amount purchased
17. Double/Triple your money back
18. Discount

19. Sale driven by reason why (event or situation)
20. Trade-in or discount for upgrade
21. Premium
22. Upsells/Cross-sells
23. Money back guarantee plus penalty
24. Different pricing based on customer's promise of action (i.e. for testimonial or referral)
25. Different pricing based on deadlines (early bird pricing – used for seminars, etc)
26. Multiple discounts based on membership level, prior purchases, etc
27. Pay no money now – deferred payments
28. Graduated payments - ramped up payments
29. Price increase pending
30. 2 for 1 or 3 for 1
31. \$1.00 Offer or 1 cent offer
32. Yes/No/Maybe
33. Introductory or charter offer
34. Sweepstakes/Contest
35. “Beat the Clock” – 1<sup>st</sup> 100 orders @ \$x, 2<sup>nd</sup> 100 orders @ \$xx, etc.
36. License for multiple units (i.e. software license for whole company) or allow customers to buy more than one unit at price break
37. Customer's Birthday or Anniversary deal
38. Special for particular niche or profession
39. Forced continuity – you can't buy 'x' without automatically signing up for 'y'
40. Lifetime membership or subscription

41. Flip the offer – bonus first then main product/service as afterthought
42. Pre-sell
43. Deposit or down payment on future event or product
44. Marketing test for price reduction
45. Beta testers wanted
46. Funny Money
47. Advance Notice

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