

The background is a solid blue gradient with a repeating pattern of small, light blue icons. These icons include various office and digital symbols such as envelopes, paper clips, mobile phones, documents, a mouse, a pencil, a ruler, a pair of scissors, a calendar, a folder, a lightbulb, a magnifying glass, a speech bubble, a gear, a play button, a power button, a refresh button, a search icon, a mail icon, a printer, a scanner, a camera, a microphone, a speaker, a keyboard, a mouse, a trackball, a joystick, a game controller, a remote control, a TV, a monitor, a laptop, a tablet, a smartphone, a smartwatch, a fitness tracker, a smart home device, a smart car, a smart city, a smart grid, a smart energy, a smart water, a smart waste, a smart air, a smart soil, a smart plant, a smart animal, a smart human, a smart society, a smart world, a smart future.

# 10 Commandments To A High Converting Offer

## 10 Commandments of a High Converting Offer

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1. Keep offer relevant
2. Validate First
3. Sell an Offer, not a Product
4. Craft a Product Display
5. Build out your funnel
6. A/B Test Your Funnel
7. Create an Abandoned Cart Sequence
8. Retarget with Ads
9. Include Risk Reversal
10. Add (REAL) Scarcity

# #1: Keep Offer Relevant

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- Keep your customer journey logical and linear:
  - Free checklist: 7 productive habits to do before 7 AM
  - \$4.95 ebook: The productivity secrets that made me a million dollars before 30 years old
  - \$297 productivity video course
  - \$997 Productivity Coaching Package

## Tools & Resources

- Amazon
- Clickbank
- JVZoo
- Google Forms

## #2: Validate First

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- Don't build the \$997 product until you know they are willing to spend \$5 on you
- Don't build the \$5 product until you know they are interested in your freebie
- Test different freebies with Thrive Leads
- Ask your readers questions in emails, blog comments, facebook posts, etc to pinpoint their problems.

### Tools & Resources

1. Google Forms
2. Thrive Leads

## #3: Sell an Offer, not a Product

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- A product:
  - Ebook: How to be more productive in 7 days
- An Offer:
  - Ebook: How to be more productive in 7 days
  - Bonus Worksheets: Daily Trackers
  - Bonus audiobook
  - Bonus community access

### Tools & Resources

1. Facebook Groups
2. Crello.com
3. Screencast-o-matic
4. Thrivecart

## #4: Craft A Compelling Product Display

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- Make your offer **real and tangible**
- Got spreadsheets? Screenshot them and lay them out beautifully
- Create curiosity and desire by making your product look professional and exciting

### Tools & Resources

1. [artboard.studio](https://www.artboardstudio.com/)



## #5: Build Out Your Funnel

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- High-performance funnels should include:
  - Bump offer
  - Upsell (1 or 2)
  - Downsell (1 or 2)
- Additional income can help you optimize the rest of your funnel
- Don't go too crazy with it!

### Tools & Resources

1. Thrivecart
2. Kartra
3. Cartflows

## #6: A/B Test your funnel to Optimize it

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- Ideas to A/B Test:

- Sales Page format (video vs text)
- Product price point
- Bump offer
- Upsell / Downsell offers and prices
- 1 step vs 2 step checkouts
- Checkout on Sales page vs own page

### Tools & Resources

1. Thrivecart
2. Google Optimize
3. Kartra
4. Thrive Optimize



## #7: Create an Abandoned Cart Sequence

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- Poorly optimized checkout pages can lose 40% of sales
- Using abandoned cart triggers, you can reach out to prospects and:
  - Offer discounts
  - Share testimonials
  - Offer to hop on a call to discuss
  - Etc
- Wait ~2 hours before emailing

### Tools & Resources

1. Thrivecart
2. Kartra
3. ActiveCampaign
4. Mailerlite
5. Automaticscript.com

## #8: Retarget with Ads

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- Retargeting ads are the most cost-efficient ads you can run
- Target people who have seen your checkout page but have not purchased, and send them ads over the next 5-10 days to remind them to complete purchase
  - Testimonials
  - Case studies
  - Coupons (maybe...)

### Tools & Resources

1. Google Tag Manager
2. Facebook Ads
3. RelayThat
4. Crello

## #9: Include a Risk Reversal

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- Example: Aldi guarantee: Money Back + A replacement of your product
- Make purchasing a no-brainer
- Show confidence in your product
- Be clear on the rules and goals
- See what others are doing in your industry, and try to top it
- (have the support system in place to handle)

### Tools & Resources

1. HelpScout
2. Intercom
3. Kartra Helpdesk

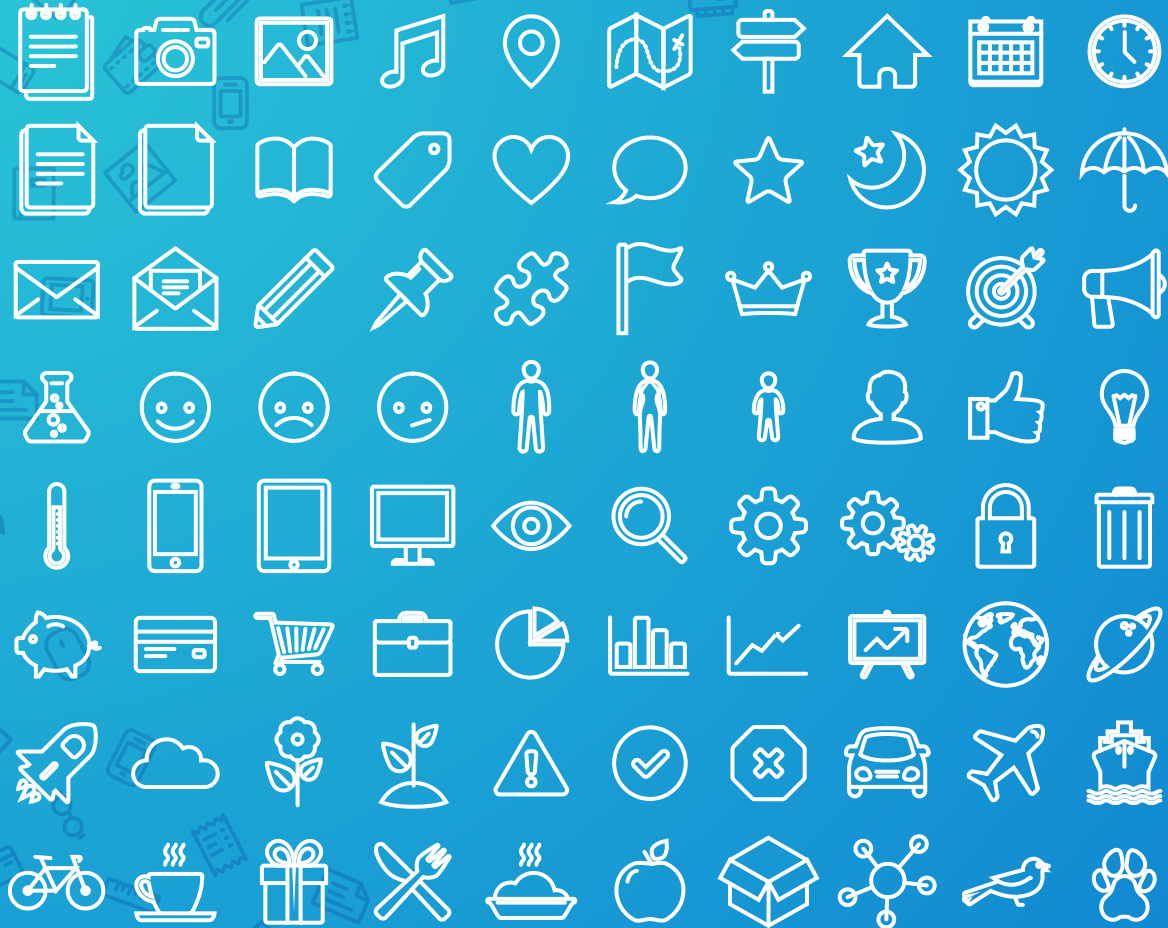
## #10: Add (REAL) Scarcity

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- If people can ALWAYS buy, then there is no urgent reason for them to buy NOW.
- Beware of fake scarcity.
  - Timers that reset when you load the page
  - Emails that say the deal ends but the links still work
  - Coupon codes that claim to expire but never do
- Scarcity, done right, can create powerful evergreen sales machines

### Tools & Resources

1. Deadline Funnel
2. Kartra
3. Thrive Ultimatum



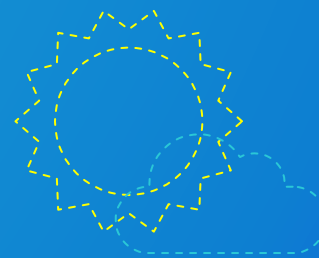
SlidesCarnival icons are editable shapes.

This means that you can:

- Resize them without losing quality.
- Change line color, width and style.

Isn't that nice? :)

Examples:



Now you can use any emoji as an icon!

And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions

<https://twitter.com/googledocs/status/730087240156643328>



and many more...