



Get Clients Now Podcast

Episode #350

Lisa Cron – Story Genius 2 of 2

Opening Monologue Transcript

Hey everybody Ken Newhouse here from KenNewhouse.com and I want to welcome you back to the Get Clients Now podcast where the one-size fits ALL marketing model is dumb the client-centric business model is King and leading experts SHARE strategies and methods that you can use to Accelerate Brand Acceptance Skyrocket Your Significance In the Marketplace and Elevate Your Status so you can Build Your Tribe With Certainty.

Today is episode #350 of the Get Clients Now podcast and on today's episode I'm speaking with Bestselling Author Lisa Cron in the 2nd of my two-part interview with her and on today's episode you're going to learn how Lisa after cracking the Brain-Science Code for persuasion has Created a Powerful Storytelling Framework You Can Use To Create Irresistible Intrigue and Intense Desire for the Things You Sell.

And everybody knows that when you can create intrigue and desire for your products and services you're going to attract more clients sell a more stuff and make a LOT more money which if you're like me and if you're like my most successful clients is exactly what you're looking for.

Now, before we start part #2 of my interview with Lisa Cron on today's episode I'm going to continue with the test I've been running over the last



several weeks where I read through the questions you have emailed me and then pick one to address in my opening monologue.

So, the question I chose for today's show was submitted by Steve Cartwright who runs a digital engineering consulting service. And here's Steve's question:

I'm having an incredibly difficult time selling my consulting services right now. I'm actually getting more traffic and more opt ins now than I was two months ago but my conversions and he's talking about sales here but my conversions have dropped by 41% an average across the board of everything I sell including my low-end information products.

Is there anything you can recommend that will help me increase my sales during the Covid19 crisis? Before this "shelter in place" thing started I was doing a lot of my consultations, presentations and work with clients on video calls So, the fact that I can't get to a prospect or client's place of business isn't necessarily the issue.

Most of the businesses I work with are still up and running to a degree but they're simply not spending money like they were before this thing started. Is there a strategy or method that your clients are using that is helping them keep sales somewhat steady right now?

MY RESPONSE

Thank you for your question Steve. I know that this forced shutdown has hurt a lot of our brick-n-mortar clients and members especially hard like the professionals we work with and to a lesser degree the clients and members who are able to run their businesses remotely are faring better



but the vast majority of them are still taking a financial hit. In talking with our clients that are holding steady and the handful of clients that are actually selling more than they were before this started they all seem to have one thing in common and that's what I want to share with you today.

As far as I can tell that commonality might be the difference maker for each of these businesses. The thing each of these clients are doing that is similar can be seen in how they are presenting their offers. So, what I've done is to review the processes they've used to create their offers and I've broken it down into a ten-step checklist.

You can use this checklist to "test" your offers and see if they're following this template. As you're about to see I've made the checklist super user friendly and easy to deploy which will allow you to test it and see that it'll work for you or not.

OK: I'm gonna fly through this because I want to get to part #2 of my interview with Lisa Cron. She really overdelivered in her interview with me and especially in the second half of the interview which is what we're listening to today. She revealed several killer strategies I know you'll absolutely love and if you're like me there are going to be several of strategies you have heard before. Now back to the ten-step checklist you can use to gauge the effectiveness of your offers.

For now I think it makes the most sense for you to listen to what I'm about to give you and worry about taking notes. I've created a PDF of this entire opening monologue including this ten-step checklist you can download on



this episode's page on KenNewhouse.com. And you can download without giving me your email address.

Now, I'm not gonna insult your intelligence by telling you that this ten-step checklist is gonna help you increase your sales right now and while there's a pretty good chance that it will you'll want to test it for yourself. So, my best recommendation is that you listen for now as I cover each of the ten steps and then you download the PDF on the page on KenNewhouse.com for this episode.

OK let's get started: So, how important are your offers? Meaning "How important is the way you structure and word your offer to your overall sales?" We know that your sales copy is critically important. We know that targeting the right market and using the right media is also critical to your success. But what about the offer?

Unfortunately most of the so-called "Marketing Gurus" online today are giving far too little emphasis on the importance and construction of the offer. Yet, without question it is every bit as important as your ads the pitch you make in your marketing campaigns and in your presentations with prospects and here's why I say that:

A good offer can easily double even triple your response rates. On the other hand, a bad or botched offer can easily kill your ads and marketing campaigns and it can even kill a presentation you're doing that would otherwise be profitable.



So, what EXACTLY is the offer? Quite simply *“It is the deal you make with your client . and the terms of that deal.”* The offer is what she gets for what she gives you. It includes:

- The product or the service
- All the promises you make about the product and service
- And the guarantee.
- The offer also includes the transactional details, such as how the client can buy the product/service as an example on your website or landing page via direct-mail reply device an 800 number, etc.

All these details are important, and all of them should be spelled out at the end of your ad your website or landing page or a sales letter you’re using. These details should also be clearly spelled out in the order device. “OK, Ken so what’s an order device?” --- The order device is the place on your website on an order form, etc. where the client or prospect provides their information necessary to completing the transaction. The checkout page on your website or the order form that accompanies a sales letter.

Failing to spell out these details properly and fully is one of the primary mistakes people are making in their offers which in virtually every instance is a very, very costly mistake.

For example, let’s say you invested in running a Facebook ad campaign for your consulting service and after doing all your homework so you can identify your ideal prospects and after spending more than you



thought you ever would on copy and even after going as far as testing your price point first you realize that you've got a winner on your hands!

So, you run your Facebook ads with a link that goes to your landing page But you only mention your price in the sales copy on the landing page so when your prospect gets to the order page it's nowhere to be found!

You're probably not making this mistake on your order pages or forms but I see this the kind of mistake happening more than you realize. And while this element may seem small every high-level marketer knows that screwing this up can be disastrous. --- Every ad, direct mail campaign digital marketing campaign or presentation you use should contain a **strong** offer.

Depending on your goals like lead gen or direct sale The offer should be an incentive or reward that motivates prospects to respond to your ad your mailing your campaign or presentation either with an order or with a request for more information.

And for maximum effectiveness your offers should be filtered through or compared against the following ten-step checklist. Let's get started:

1. **Is your offer specific?:** Will the prospect understand exactly what they get and how to get it?



2. **Is your offer exclusive?** Are you making your offer only to a select few and making them feel that they are an exclusive bunch, or are you making your offer to everyone?
3. **Is your offer valuable?** Will your prospects perceive your offer to be of value to them? Your offer may be inexpensive for you to make, but it must have a high perceived value to your potential clients.
4. **Is your offer unique?** Is the deal you're offering only available through your business?
5. **Is your offer useful?** Your offer can be exclusive but useless, or unique and useless. Make sure your offer helps your prospects save money, save time, do their jobs better, or is something else just as helpful.
6. **Is your offer relevant?** Do prospects want what you are offering?
7. **Is your offer plausible?** Some offers are too good to be true, and others are just plain silly. Either way, your offer needs to lend credibility.
8. **Is your offer easy to acquire?** The harder you make it for your prospects to obtain your offer, the lower your response rates will be. So make your order forms clear, simple, and short; and your terms and conditions of purchase *concise*.
9. **Is your offer urgent?** Are you clear about the deadline of your offer? Is it an early-bird special or are you limiting it to only the first 50 people who respond?
10. **Does your offer have a guarantee?** Did you strengthen your offer with a money-back guarantee? Perhaps you could even allow the subscriber to keep all bonuses and/or issues up to that point, or make sure the prospect knows that there is no risk whatsoever. Take



a moment now to go look at the offers of all your current campaigns for all channels of your marketing.

So, Steve as you can see “Having a well-constructed offer meaning having an offer that meets each of the ten criteria on this checklist can make a big difference in your sales. Like I said before “I won’t insult your intelligence and promise that using this strategy will help increase your sales” but I certainly believe it’s worth testing.

So, my recommendation is that you compare your offers with this checklist and see if you’re executing all of these steps or perhaps you might be missing some of them. I’m interested to know what you find so email me the results once you’re done running the test.

And whether you’re a member of the Get Clients Now Nation or whether you’re a first-time listener and haven’t subscribed to the show yet think about this checklist compare it against your offers and see where you might be missing some of these elements.

OK I’m going to wrap up the opening monologue and with that let’s welcome our guest Lisa Cron back on the show where she’s going to reveal how she Cracked the Brain-Science Code and Created a Powerful Storytelling Framework that You Can Use To Create Irresistible Intrigue and Intense Desire in the marketplace for the Things You Sell.