



# THE OFFER COMPASS

HOW TO TRIGGER THE BUYING BRAIN IN 12 STEPS



## 1: Revolutionary

**Thought:** “This is new/haven’t heard this before”

**Purpose:** To get prospects attention

**How:** By offering a different angle to their problems and desires than what they have been exposed to before

## 2: Resentment

**Thought:** “I can’t stand having this problem any longer”

**Purpose:** To agitate the problem prospect has in order to *keep* their attention

**How:** By surfacing the prospects pain points with the problem and the market they are in

## 3: Rapport

**Thought:** “This person/business understands me” + “This person was just like I am now but now live like I want to live”

**Purpose:** To build trust and like-ability quickly

**How:** By demonstrating empathy, showing you understand the problem and, if relevant, have been in their shoes or know/ worked with someone who has

## 4: Recognition

**Thought:** “I do/did that” + “The current path I am on is wrong”

**Purpose:** To get the prospect to recognise their own behaviours and failures in order to begin to shift their perspective on the problem

**How:** Through recognising the mistakes they have made and are making when they hear the story of the business owner/case study *before* they solved the problem the prospect has

## 5: Redefine

**Thought:** “So *that’s* what the problem is” + “I’d never thought of it that way before”

**Purpose:** To teach the prospect something new that shifts their perspective and gives them *new hope* they can solve their problem

**How:** Through a discovery the hero in the story makes of a new mechanism or through the technique seller shares with his/ her client if they, rather than the expert, are the hero in the story

## 6: Revelation

**Thought:** “This changes everything!”

**Purpose:** To excite the prospect and provide new hope that, with this new mechanism shared in the ‘Redefine’ section they can finally solve their problem

**How:** Through ending the story section and, if relevant, providing some free tips they can use that act as lightbulb moments and provide further proof why this approach works

## 7: Release

**Thought:** “It wasn’t my fault” + “This is the secret/strategy/ solution I’ve been missing”

**Purpose:** To abdicate the prospects past failures, further overcome self doubt and further build rapport

**How:** By telling the prospect they couldn’t have succeeded on the common paths they’ve tried or, at the very least, it would have been a lot harder to as other solutions aren’t as effective

## 8: Reasons

**Thought:** “Other people like me are failing with the current path I am on” + “Other people like me are getting what I want using this product or service”

**Purpose:** To further build belief in new path, remove trust and faith in current path and also in other options in the market

**How:** By showing social proof in the form of testimonials, case studies and success stories.

## 9: Reassure

**Thought:** “Anyone can do this!”

**Purpose:** To hit last bit of self doubt head on. Otherwise prospects may think it will work for others but not them

**How:** By using the “even if...” line It will work for you even if you’re young, old, male, female, are out of shape, have bad metabolism etc

## 10: Rareness

**Thought:** “He/She/This company are the only ones who can solve my problem because they’re the only ones selling this solution”

**Purpose:** To ensure the prospect does not think they can get this solution from anywhere else

**How:** By simply saying so. Tell the prospect this web site is the only place they can get the solution that is being offered

## 11: Reverse

**Thought:** “I’ve got nothing to lose”

**Purpose:** To reverse the situation on behalf of the prospect so that they feel if they buy and the product or service is poor they won’t lose anything

**How:** By offering some kind of guarantee such as a 30 day money back guarantee or a free trial period

## 12: Risk

**Thought:** “If I don’t buy now my problem will stay the same, get worse or I may never solve it”

**Purpose:** To motivate the prospect to make a decision to buy now rather than later

**How:** By using the ‘crossroads close’. “The way I see it you have two options...”. Paint not buying as the problem staying the same or getting worse and buying as the problem being solved quickly and easily.



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