

# The Master Copywriter's Checklist for Creating Irresistible Offers

Don't confuse your offer with your sales close. The offer is what your customer gets for his money – the whole of what you're selling. For example, if you're selling a table lamp, you're offering the lamp base, a shade, and a working light bulb in exchange for a specified price.

In his book, "Profitable Direct Marketing: A Strategic Guide to Starting, Improving, and Expanding Any Direct Marketing Operation," Jim Kobs explains:

"[The offer is] whatever you physically get in the package or carton, plus the financial arrangement and any 'strings' or commitments. The commitment might apply to the customer (such as when joining a book club) or to the advertiser (such as guaranteeing return privileges)."

According to Jim, your offer should include:

- \* Your product or service
- \* The price and payment terms under which the customer can get it
- \* Any incentives you're willing to throw in (like a free gift)
- \* Any specific conditions attached to the offer
- \* And (sometimes) free literature or booklets as a first step toward selling the actual product or service

Basic offers described in Jim's book include:

1. Right Price
2. Free Trial
3. Money-Back Guarantee
4. Cash with Order
5. Bill Me Later
6. Installment Terms

7. Charge Card Privileges

8. C.O.D.

[If you would like to order a copy of "Profitable Direct Marketing: A Strategic Guide to Starting, Improving, and Expanding Any Direct Marketing Operation," you can find it at [Amazon.com](https://www.amazon.com)]

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