



**How to create the marketing offer
your customer can't refuse to buy?**

MAYUR BARDOLIA

Offer Craft

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Offer Craft: How to create the marketing offer your customer can't refuse to buy?

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Need training or consultation?

We provide personal as well as group training. We organise in-house, outbound or online workshops. We also have numbers of products such as ebooks, Audio training programs, video courses etc. If you need any help in implementing the system you are going to learn from this book, we provide private or group coaching to support you.

If you are interested, you can contact Mayur on mayur@mayurbardolia.com or call on 0091 9737046050 with your queries. Mayur replies within 24 hours. If he doesn't reply, just call him on 0091 9737046050. It's his contact number and he surely replies.

Testimonial

“After reading this book, I know my market and product a lot better than before. I thought I knew but I didn’t know how to market efficiently.”

I have read many books related to marketing and business development. I didn’t want to read this because most books talk the same story. I looked at the preview of the book and I wanted to give it a try. I found it way different than any other books I have read. When I was reading this book, it looked like someone is guiding me step by step as a coach teaches you. Most books just tell you what we need to do but ‘Offer Craft’ shows you how to create the marketing offer more effectively. As I was going through the exercises, I could see that my offer is more appealing to my audience. I didn’t know who are my customers and what I was selling. This book gave me a strong understanding of my market and product. The exercises are not easy but it doesn’t mean we should not do it. The author has shared wonderful examples along the way. All along the way, the examples and stories are quite engaging.

After reading and following the system of ‘Offer Craft’, I am confidently promoting my business even without lowering my price. As the book suggests, the customers are not paying attention only, they are also getting interested in buying from me rather than my competitors. The ‘offer craft’ is the book you should always keep with you as a guide whenever you are going to do marketing promotion.

Alan Hinton, Digital Marketing Agency, Singapore

I have read lots of book on Marketing. The 8 step process which you have described summarizes the core of marketing.

A person who runs away by the thought of Marketing will change his thinking once he reads this book. It covers all the aspects to solve the problems a layperson faces right from selecting the product/service to customer satisfaction. I have read lots of book on Marketing. The 8 step process which you have described summarizes the core of marketing. Waiting to try it out eagerly since there is a curiosity to implement the 8-step process. I would

definitely recommend OFFER CRAFT since it changes the perspective of marketing in a layperson and makes a paradigm shift in thinking. A Genius makes a difficult task seemingly playful and that is what Mayur has done in OFFERCRAFT.

If you think Marketing is not your cup of tea, then rest assured, once you read OFFER CRAFT and apply the 8-step process, you will change your thinking and your sales are bound to skyrocket.

Rajesh Jasani, Healer & Therapist, India

“Unlike other books, this is not a collection of theory-based case studies or a collection of stories.”

Offer Craft by Mayur is ready to implement ready reckoner not only for marketing newbies but for many seasoned marketers too. Unlike other books, this is not a collection of theory-based case studies or a collection of stories. Mayur has written this book out of his experience as a trainer, mentor, and coach. He has helped many local, national, and international businesses to grow substantially. I recommend every marketing professional to read this book and implement the steps mentioned by Mayur. I am sure they will get awesome results!

Bhautik Sheth, iVipanan, Digital Marketing Agency and Coaching, India

"From no customer to more customers, in just one month after reading this book."

"Offer Craft " is a really awesome book for those who want to grow their business with your simple and attractive ideas which are priceless.

especially your eight ingredients really make a tasty dish. 8 ingredients are unique & simple. You represent them elegantly. I got lots of ideas to improve my business. I give 10/10 for your book. Thank you very much for sharing your knowledge with me.

Dharmesh Joshi, Psychologist and Career Counsellor, India

Acknowledgements

I dedicate this book to my wife, Dhruvi, for giving me endless support, great care and love. She has been the backbone of whatever success I have right now.

Also, I acknowledge the contribution of parents for giving me everything more than I asked for and my elder brother, Rupil, for unconditional support and faith in me.

I also can't forget the support my ex-team member, Aman Multani, who pushed me to write my first book and launched some of the best products a few years ago. We all need a team-member who encourages us to do impossibles by holding us accountable and he was the one.

There were many people who helped me wholeheartedly without expecting anything in return. They made me more humble.

So, I want to dedicate this book to my clients especially the first few clients who asked me how to market our offers so that people buy from us. In reply to their question, I created a checklist to explain. Then it was updated many times. Now, the entire checklist is extended to 100+ pages with over the period of time. This system has created countless training programs, workshops, keynote speeches and coaching programs.

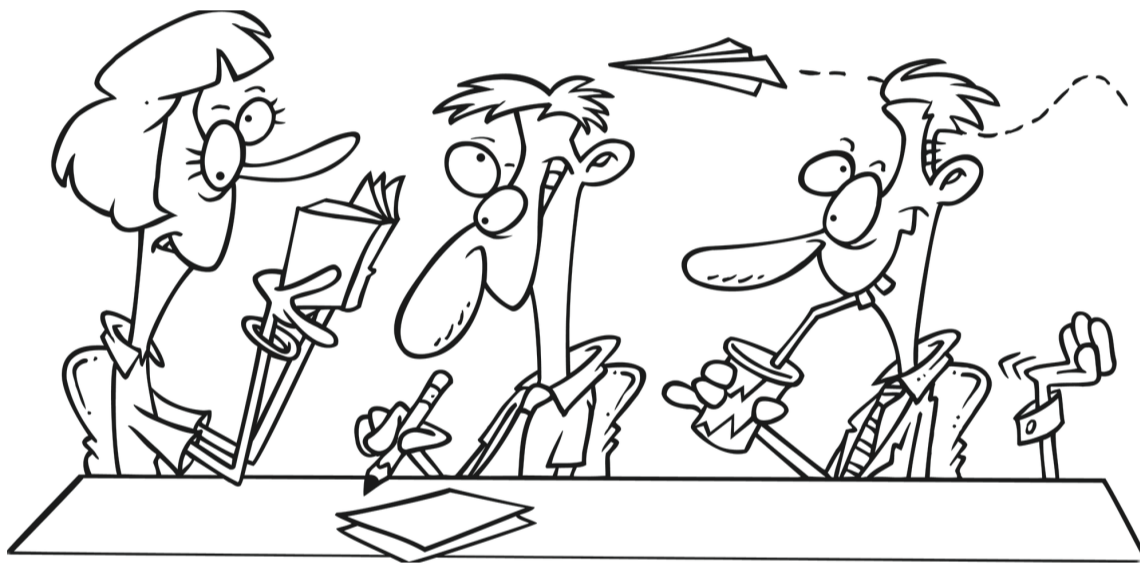
This system built the foundation for the success of my clients' businesses. It has created tremendous success in their marketing and sales.

So, yes, I sincerely thank those first few customers who helped me to design this system that eventually turned into a book.

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What's going to happen next?



What's going to happen next?

Hello and welcome!

I know you are excited and happy to read this.

And why not? Because you are going to get the education that's going to give you the freedom to run the business the way you want to do.

This education is for the lifetime. You are going to know exactly how to get people's attention, get them interested in your offer and get them to buy from you. If you apply in the right way as I will show you, you will get the clients you enjoy working with and love running your business.

Am I serious? Yes, absolutely. This book is not designed by connecting some random information. This book is filled with tons of value. It's not too big as you see other books. I don't want to waste your time by giving you an extra 100 pages of no value. I respect your time. This is not another marketing or sales book where I will throw some tactics at you. Those techniques do work but only for those who know how to implement it. The chances are rare because they are generic ideas.

I am not going to hold anything back. I believe in abundance. There is enough for everyone. I see everyone (including me) with huge possibilities and opportunities.

Why did I create this book?

Well, 10 years ago, I was giving training programs on NLP, hypnosis, soft skills, management skills and other educational topics. I was good at teaching (at least that's what people say). But I struggled to sell myself and sell my products. I knew I was so good at what I was doing but somehow I was turned off by many. I was banging my head to the wall.

I was wondering how people are running businesses. I was curious about how people were generating profits. I interviewed more than 100 small to medium

business people. Surprisingly, I found that most of the business owners were struggling to sell. They all had a few common questions. Here are the common feelings of all those first few of my clients who were running a small to medium businesses.

“I have great things to offer but why people are not buying from me? I tried everything but somehow I just can’t figure out what makes my customers interested. I just don’t have any clue about how to get customers to buy from me. The only thing that is required to run a profitable business is to find out how to get customers to buy. If I know it, I can do whatever I want to do in my life. For example, I don’t want to worry about where my next client is coming from. I want to go on holidays whenever I want. I can buy whatever I want without worrying about how much money I have. More importantly, I want to spend more time with my loved ones to give all love and care.”



What if someone tell you how to do what you want to do

Hmmm. Does it sound familiar?

Few of my clients asked this question to me and asked me to design something that can help them to sell more and create more customers.

That’s exactly what I have answered in this book. I started learning from everything I got my hands on. I read countless books on the subject of marketing and sales. I invested in hiring coaches from all over the world.

They shared with me some of the best systems to create profitable marketing offers. Those systems are used by some of the most successful businesses in the world.

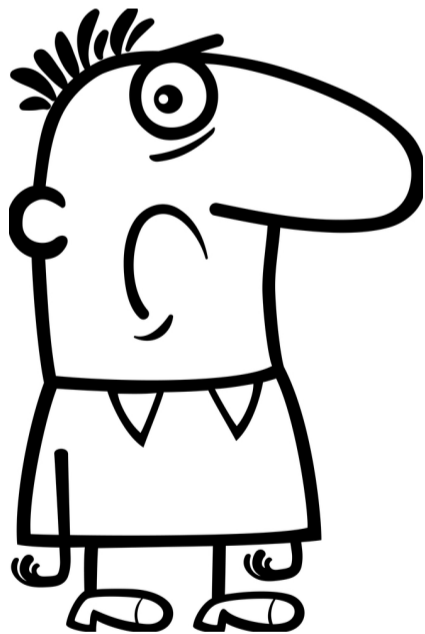
I got excited to put everything into practice. I got fascinated to find how the brain works when they are looking at the marketing and sales offer? What gets their attention in the world of distraction? What makes them interested?

I initially designed this book 5 years ago for the first time. It was only one-page checklist manual for some of my business coaching clients. I designed this framework to help them to create their marketing and sales promotion. I used this system with a lot of businesses and they made a huge profit with fewer expenses on advertising and marketing. They have pulled in more profit than ever before once they implemented this system. It's tried and tested on multiple businesses and people. Now, after a lot of iteration and changes, I would like to share the same system so that you too can grow exponentially.

Hmmm, you probably asking why am I sharing great information with you.

There are two reasons.

1. I am selfish. I want to be part of your success. I am obsessed with my clients' success. My clients' success is my success. You have already taken the first step toward your success by investing your time and money in this book. And together we will go on a winning drive.
2. As a business consultant, I love solving problems. I don't like to solve the



*If you confuse them,
you lose them*

problems with random action. I use scientific principles, test them and iterate them. I have heard people sharing problems such as,

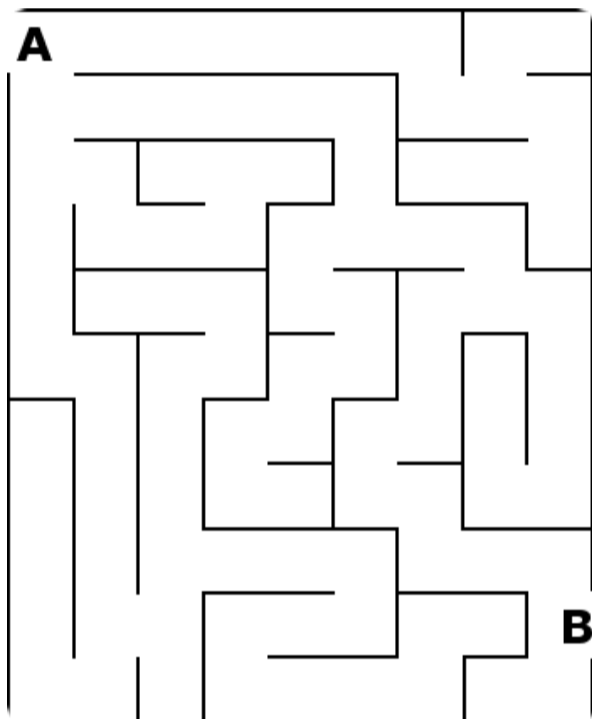
- How should I communicate my offer clearly?
- What should I put on my website?
- How to create a powerful sales pitch?
- Why people don't understand what I say?
- Why people are choosing my competitors instead of me?

So, the second reason for writing this book is to help businesses to solve the above problems. If you are facing any or all problems from above, then you are reading the right book.

**Customers don't buy the best product or service.
Customers buy what they understand easily.**

For example, Steve Jobs was not selling world-class computers, phones or music players. He was selling the clearest, simplest and most easy to understand technology brand.

But why people struggle to explain their product to their customers?



Let's understand. Imagine you are at the B - end of the maze. Your customer is at point A. Point A is the level of knowledge your customer has about your product. Point B is the level of knowledge you have about your product. You assume that customer understands exactly what you understand. The customer has no idea about your offer.

Now, you should go to point A (the level of knowledge your customer has about your product) and ethically take

them point B. You need to guide them along with you step by step.

The distance and journey between point A and point B are giving them information about your product. The point A is a little or no information about your product and point B is the complete understanding of your product.

When the customer hasn't got the knowledge about your product as much as you have, they will not take the pain to understand you. If you don't tell your story, they will create the story about your product. Most probably it's not the way you want them to create your story.

Your customers are not going to pay attention to you. They receive hundreds of messages every day. Everyone is trying to get their attention. In this age of the digital era, people throw random ideas to get their attention. Your customer has tons of things to handle. It's getting a lot tougher to get people to pay attention to you. People are designed to ignore us. Don't worry, you will find the solution from this book.

How to communicate clearly?

When you implement the system from this book, your customers will understand what you offer and why your product matters to them. When customers understand how you can help them live a better life, they will respond. This book is not filled with loosely thrown ideas. I attended many marketing and sales courses and read 100+ books on marketing and sales. NOBODY teaches the simple and repeatable system to craft your marketing and sales offer.

You can try that. You will find tons of books and courses who teach you hundreds of strategies to market and sell. They share strategies such as cool social media posts, cutting edge marketing tips, negotiation techniques, including sharing benefits and features etc.

Those strategies DO work but they are not effective to implement if you don't know how to communicate your message. The system you are going to learn is scientifically connected with each part. Everything is connected. Each part builds on the part before because it's my personal 8 step process.

I learned it. I borrowed it. I implemented this. I help my clients to generate the profit using the same system. And the best part? It works for anything you have to sell.

My clients have used this process to craft promotional offers for

- Personal brands
- Health and fitness

- Digital marketing agency
- Software developers
- IT services
- Consultants
- Financial advisors
- Small businesses
- Information products

You can use this process to write ads, sales pitch, website, email, video promotion etc. I will share with you each component of the system with step-by-step instructions. You will also see numbers of examples and case studies throughout this book.

Let me introduce you to the 8 Steps system you will be learning in this book.

1. Profile - Know your customer inside out
2. Big problems
3. Big promise
4. Big Idea
5. Irresistible Offer
6. Uniqueness
7. The secret sauce - Your unique system
8. Proof

If you want to make a huge profit, you should NOT write a single word for any of your marketing offers until your offer pass-through this 8 step test. You shouldn't even start a business until you run your business idea through this process. To test whether your business idea will be profitable or not, pass your offer through this 8-step process. If you won't use this system, you will get very poor results.

You can create powerful marketing promotion for your upcoming products using this system. Because you are going to learn the lessons for a lifetime. **Once you learn it, you can not unlearn it.**

In short, it gives you what no other course or book can: **THE SECRET FORMULA** (or secret sauce if you want to say)

Ready to rock? Slow down. Before you learn each component of the 8 step system, in the next two chapters, I will share with you a quick introduction to this system on how to use this system correctly. **DO NOT IGNORE** the next two chapters. I am excited to be part of your success. I want to see you and your family a happy and prosperous family.

To your enlightened success,

A handwritten signature in black ink that reads "Mayur". The signature is fluid and cursive, with a large initial 'M'.

Mayur Bardolia

P.S. Throughout the book, I will share with you a cheat sheet to create your offer. This cheat sheet will help you create your offer quickly.

P.S.S. Another bonus for you. You will get a few examples of some of the best marketing offers my clients have created. They are happy to share how they used this system and created profitable marketing offers.



How to consume this book?

Easy step by step
process

How to consume this book?

This isn't a book to get the information only. It's not a book you sit back and consume. NO. It's a process. It's a system you must follow if you desire BIG results. It doesn't matter if you are a seasoned pro marketer or you don't know anything about marketing and sales.

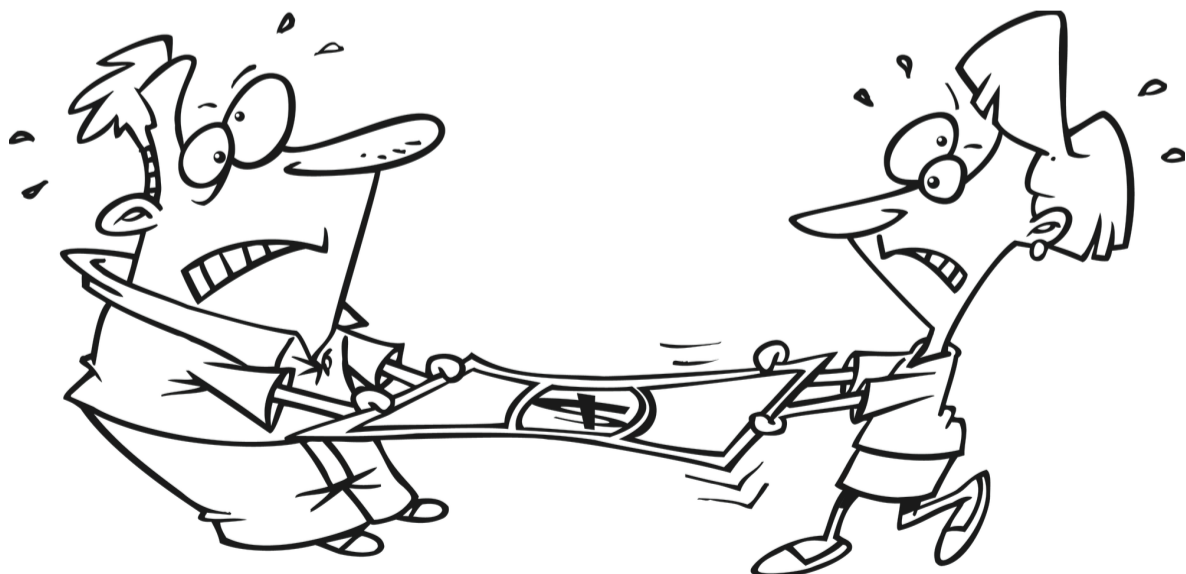


*Right method and right system
create right result*

Most people sell you tips and technique without ever showing you how to use them. I am not going to do that. I will share with you the exact process with step by step instructions you can use easily.

Here's an offer you don't want to refuse:

I will also guide you to implement with free email consultation. Read this book, create your offer using this system and send me your offer to mayur@mayurbardolia.com.



I will guide you to make your offer more compelling if needed.

Most authors and coaches don't talk to their readers directly. I do because as I said in earlier, I am interested in your success.

Do not skip any part. This is not a book to gain information only. It's the process of transforming your business. This book is designed to develop the skill. You must implement and practice to develop the skill. We are going to create a marketing offer from scratch using the 'Offer Craft' system.

What exactly is a 'marketing promotion'?

Marketing promotion is a sales message (sales letter, video ad, product page, Facebook ad etc.). If you do it right, you will see the increase in sales. Big corporations are using a similar system for many years.

You can use this system to create the following:

- Sales pitch
- Small sales presentation
- Google ads
- Facebook ads
- Video sales letter
- Product description
- Landing pages
- Email marketing
- etc.

If you already have any product or service, that's good. You can simply use this process to craft a marketing promotion for your offer.

If you don't have a product or service, that's good too. You will save a lot of time and money when you launch your product or service using this system.

Now, it's time to get moving but before we go, I am going to quickly answer your most pressing questions.

Frequently Asked Questions

Q: How long will it take to implement the framework and see results?

A: Results obviously vary. After doing the work on building your offer and testing, you will be able to finetune your offer. Usually, people start noticing the difference in 3-4 weeks. You can do it faster, but this is a fairly conservative timeline that you should be able to meet.

This system should be used for a lifetime. The deeper you understand your customers, the easier it's going to be for you to sell.

Q. Does this 8 Step marketing process work for any product?

Yes. BIG YES. It works for any product or services. (You'll be able to prove this to yourself.)

Q. Does this marketing and selling system work for any product?

Marketing is marketing. Selling is selling. The process applies to everything you do. It's a Fact. It's useful for entrepreneurs, Start-Ups, Financial, advisors, Sales Team, Service-Based businesses, Manufacturers, Digital Marketers, Small Businesses, Consultants etc.

It works like gold. You will also learn how you can apply this system for whatever business model you're pursuing.

Q: What if I don't have a product or service?

You don't need to have a finished product to benefit from this book, but you should at least have a product/service idea in mind. In fact, it's almost better if you haven't finished your product or designed your offer yet. Because I will help you identify your perfect product positioning by the end of this book. Product selection is a part of the system.

You do need to at least have an idea and the ability to deliver value over and above what you plan to charge your customers and clients.

Q: What, specifically, will I get when I finish this book that I don't have today?

By the end of this book, you will have an understanding of communicating your offer clearly. So that your customers can understand and buy your product or service. The marketing and selling education of a lifetime.

Q. Should I just consume this book once?

No. After finishing this book, consume the material of the book often. Especially, when you have to create a marketing promotion or sales presentation. At least, in the early days. To save your time — You will find the cheat sheet at the end of the book to guide you. So you can turn this process into your mind. Once you do, you don't need to consume this book material as frequently. It's advisable to keep the learning material near you. And you'll have all you need to strike it BIG.

Q: What If I have questions even after going through the entire book?

I am here to help you. I will be more than happy to see your business growing. Simply submit any questions via email (mayur@mayurbardolia.com). I will get back to you as soon as I can to help you to execute the system for free. I will provide support via email.

So now that we got all the housekeeping stuff out of our way, let's get on with the heart of the system.

We begin with something which is the foundation of the entire system. You will see the overview of the system with key principles.

Key ingredients

What makes people
buy from you?

Key Ingredients

One of my friends is a chef. He runs a restaurant. He is a master at cooking Indian and Chinese dishes. I am also good at cooking but I need a ready-made recipe to follow. So, that means, I am not really skilled. I always wanted to be great at cooking. I wondered how people can create delicious dishes. When I was talking to my friend, I asked him what the secret of great dishes is? What makes some dishes so delicious? His answer was stunning,

“The dishes are not delicious. The recipe is important. It's important what you are adding as ingredients. You need vital ingredients which are necessary to create a particular dish. You can't ignore a single ingredient when you make a dish. You can't avoid that ingredient just because you don't have that ingredient, you are lazy, or you think you don't need it. NO. You need to have those ingredients chopped, prepared, seasoned and cooked in the right way. Every great dishes have specific minimum ingredients. Then you need to cook in a particular way the recipe is supposed to be prepared. The right time, temperature, heat, utensils etc.

If you don't use the correct ingredient in a correct way, you can't create the authentic taste. The ingredients create the structure, taste and elegance of a great dish. It is also important to add the ingredients in the correct order during cooking. Your final product will come out different if you don't add the ingredients in the right order. If you miss one process or alter the sequence, the final dish will not be as it's supposed to be. If you order your favourite dish somewhere and if you find a different taste, you will immediately feel that something is missing.”

I became speechless. The information is so simple, yet it's a simple process that we find it difficult to execute many times. The simple is not always easy.

Now, why am I telling you all these things about cooking in this marketing course? To create great marketing and sales promotion, we need to have the right ingredients in place. The way you need to follow the process and sequence to make a great dish, you need to follow the proven and tested process to create a great marketing and sales promotion.



If you don't use the correct ingredient in a correct way, You can't create the authentic taste.

Think of your favourite dish. When the ingredients and process are right in the recipe, the outcome is great. As a result, you can't stop yourself consuming the dish. It's compelling and irresistible. You want to consume that dish. You are ready to pay the price to consume it. Because it makes you happy and delightful to consume it.

Exactly, in the same way, I will show you the right ingredients and the system to create your marketing offer. It will be delightful, compelling and irresistible. People will love to pay the price to consume what you offer.

You are going to do it using the framework, process, recipe or system or whatever you can call it. We have already talked about the key 8 ingredients in the previous chapter.

- **Profile - Know your customer inside out**
- **Big problems**
- **Big promise**
- **Big Idea**
- **Irresistible Offer**
- **Uniqueness**
- **The secret sauce - Your unique system**
- **Proof**

Without any of the above components, your customers will not take a decision to buy from you. We are going to use these key 8 ingredients that will capture your customer's attention and get them to buy from you. I will show you how to create a mouthwatering offer they can not refuse.

Now, let's talk about why and when our customers buy. It's something to do with biology and psychology. Don't worry it's not a scary part. Instead, it's quite an exciting concept.

Two main reasons why people buy

Let's talk about what mistakes people make when it comes to marketing and selling. When we are dealing with customers, we are dealing with the minds of the customers. So, we need to understand how the mind of the customer works.

How do they make the buying decision?

To understand that we need to understand from the perspective of 3 disciplines.

- Biology (because we are dealing with the part of the body),
- psychology (because we want to make our customers think as we want them to think)
- Behaviour science (because we want to alter their behaviour of not buying from us to buying from us).

It's an incredible insight into how these all blend. I used to ask myself, **"What's happening in the brains of consumers as they read, listen or watch our marketing message?"**

There's a reason most marketing messages don't work. People make marketing and selling complicated. The brain doesn't know how to process

the information. The more simple and predictable the communication, the easier it is for the brain to digest.

‘The 8 step Offer Craft system’ is a sense-making mechanism.

Essentially, the process put everything in order so the brain doesn’t have to work to understand what’s going on. There are two things the brain is always trying to do:

1. Survival and Growth

2. Conserve Calorie

Let’s get into the detail, shall we?

Everything the human brain does, all day, involves helping that person, and the people that person cares about. It helps to get ahead in life. You have probably heard of Abraham Maslow’s hierarchy of needs. The brain's first task is to eat, drink and survive physically.

In our modern, first-world economy this means having a job and a dependable income. Then the brain is concerned with safety. It might entail having a roof over our heads, a sense of well-being and power that keeps us from being vulnerable.

After food and shelter are taken care of, our brain starts thinking about our relationships. It entails everything from reproducing in a sexual relationship and to be nurtured in a romantic relationship. It also starts creating friendships (a tribe) who will stick by us in case there are any social threats. Finally, the brain begins to concern itself with greater psychological, physiological, or even spiritual needs that give us a sense of meaning.

They are constantly scanning their environment for information that is going to help them meet their primary needs to survive. It means that when we ramble on and on about how great our product, service and brand is. We tell our customers, How big is our plant or office at the best location??

Our customers don't care. Why? It's because this information is not helping them to eat, drink and find a partner. It's not helping them to fall in love, build a community, experience a deeper sense of meaning or to fight against any life-threatening danger. So what do customers do when we blast a bunch of noise at them? They ignore us.

Let's talk about the mistakes people make.

They fail to focus on the aspects of their offer that will help people survive and thrive. All great stories are about survival—either physical, emotional, relational, or spiritual.



The more simple and predictable the communication, the easier it is for the brain to digest.

A marketing message about anything else won't work to captivate an audience. Nobody's interested. We need to position our products and services as a medium or way in helping people survive, thrive, be accepted, find love, achieve an aspirational identity, or bond with a tribe that will defend them. These are the only things people care about. People will not buy anything else.

Our brains are constantly sorting through information and so we discard millions of unnecessary facts every day.

Imagine you are going to a big party hall, where there are a lot of chairs around. Your brain would never think to count how many chairs are in the room. Meanwhile, You would always know where the food and exits are. Why?

Because Your brains don't need to know how many chairs there are in the room to survive. We want to know where the food is and exits are. It would be helpful in case there was a fire.

The subconscious mind is always categorizing and organizing information. When we talk publicly about our company's random backstory, vision or internal goals, we're positioning ourselves as the chairs, not the exits.

But this creates a problem. The brain consumes energy to process the information it receives. We don't want to waste our energy. We want to do as much as possible with minimum use of our energy.

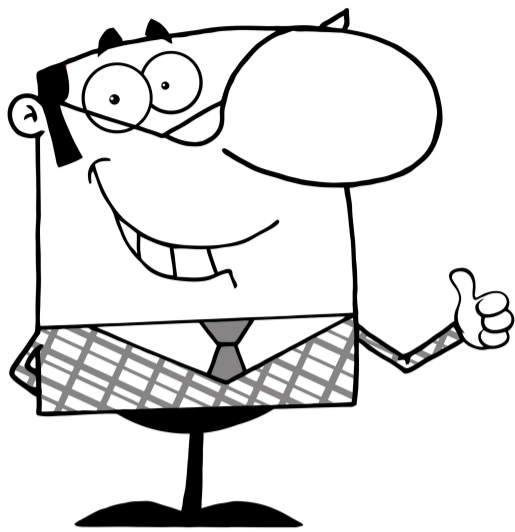
Our brain's primary job is survival and growth.

Customers burn too much energy when they see or hear the offer which is difficult to understand. As a result, they start ignoring that information to save energy. It's not their fault. **The brain is designed to ignore what is difficult to understand and confusing.**

Think about it for a minute. When we communicate our offer, they have to pay attention to you and it's a painful process for them. They can not stop thinking. When we start talking, they process the information and interpreting the message at lightning speed. That's a lot of work if we keep talking that doesn't help them to survive and thrive. Thinking requires a lot of work because the brain is constantly working.

How long do you think they're going to pay attention?

Not long. And yet this is precisely what's happening. When we start our sales presentation, or when somebody visits our website, they're burning energy to process the information we're sharing. And if we don't say something (and say something quickly) they simply stop paying attention.



Customers don't buy the best product or service. Customers buy what they understand easily.

People will look for the product or service that can help them to survive and grow. To get them to buy from you, your marketing and sales communication must be simple. It should save time and energy.

We can organise our information in a way people don't have to burn energy. It's possible using the 8 step system you are going to learn. We will identify their desire, pain and challenges first. Then we will provide

the plan to help the customer deal with those pain and challenges

I'm talking about a concrete formula we can use to get attention from the customers. I'm talking about practical steps we can take to make sure people see, hear and understand us.

**Customers don't buy the best product or service.
Customers buy what they understand easily.**

Let's understand how we can't communicate clearly?

They buy the product that is communicated clearest. But why is it so difficult to communicate clearly?

It's a too noisy world out there. People will listen to you only when you communicate clearly. They must understand fully what you have to offer. If they don't, they don't buy from you.

There is a common pattern when business people communicate their business offer. They become so much familiar with their products and services that

they think customers know as much as they do. However, customers don't and it's a big mistake. When I give Marketing and Sales training programs to my clients and corporate companies, I ask them to sell me their product or service in the first session.

Most (almost 70-80% business owners and senior sales managers) don't know how to communicate the marketing and sales message. And it's true. If the senior leaders of the company can't communicate the message clearly, their sales executives can't possibly communicate too.

And the question comes “Why can't these people can't tell what they sell?”

I realized that they were confusing the simplest ideas.

I keep saying these People don't buy the best product and services. People buy the product that is communicated the clearest. No matter how good our product or service, customers will buy what they understand easily.

Never confuse your customers. If you confuse, you lose. If we create a clear message, we will win in the marketplace.

Why is it important for us to communicate clearly?

The average person encounters more than three thousand commercial messages each day. It's getting harder and harder to get people's attention. People are designed to ignore us, but we can get them to listen to us and respond. How do we do it?

Knowledge Mismatch

Let's understand the knowledge mismatch. We are going to find out how we confuse our customers with our message.

Imagine a scale of knowledge from 1-10.

10 means everything that you know about your product or services. It's a lot. You know your brand inside out. Do not project that knowledge on to your customers.



You think they know a lot more about your business and what you have to offer. They don't. You need to educate them by providing more knowledge. You know you have to simplify a little bit. Simplify from level 10 to level 6. You've made it a little bit easier for your clients to understand why they need your product or services.

The gap between level 2 and level 6 is called 'the knowledge mismatch'. Most people don't know that they have it. When the customer listen to you, they ask, *"How can you help me survive and grow? Don't confuse me when you explain it."*

We miss a lot of business opportunities when we don't communicate our offer clearly. Also, we need to create our marketing and sales promotion keeping our customers and their needs in mind. Now there are two things I want you to think about as we move ahead.

The first is this, think about it,

"Is the message you are communicating helping customers understand how you can help them survive and grow?" (rate on a scale of 1 to 10)

Think about the last time you wrote about this product. Think about your marketing offer, detail on the website or the sales pitch. Did you talk about

what somebody needs, what you have and how it's helping people for survival? Because that's what all are interested in.

And second is

“Is the message simple and clear? Have you avoided the knowledge mismatch?”

If you follow exactly what is going to be covered in the next chapters, you will be able to communicate clearly and get customers to respond.

Now, before we move on, look move on, let's do a small warmup exercise.

Exercise:

Answer this question:

1. Is the message you are communicating helping customers understand how you can help them survive and grow? (rate on a scale of 1 to 10)

Can your message help people to survive or grow? Can they understand what is in it for them?

2. Is your message clear and simple? (rate on a scale of 1 to 10)

Can the customer understand the message? Do they know what you provide? Do they know what you say?

Do this exercise.

The journey of crafting your irresistible marketing promotion starts now.

Profile

Know your customer

1st Ingredient

Profile

Who is starving?

I failed a lot at marketing and selling because I believe my product or service is too good to sell. It's the same mistake most people make.

It's not a good idea to run the business if it's not helping you to generate money. A business should create monetary value. Business is about “If You Will Give Me X Amount Of Money, I Will Give You X Product Or X Service In Return.”

Business is about ethically helping people by providing a solution to their problems and challenges.

Yes, we all want to change the world with our product or service. It's possible when you have money. We can't pour from the empty glass, can we? Every business person wants to sell, but they don't know who is going to buy what they sell. There needs to be a buyer who is ready to pay the price what we ask for.

You can create a cool ad, hire a celebrity, get a social media influencer and spend tons of money on marketing. I have seen people work on their logo and social media posts rather than finding out what people want. If there is no one ready to buy, your money is going down the drain.

So, how can we find out who is going to buy what we sell?

Who are they?

Before we talk about how can we figure out our clients, let me share with you some words of wisdom of one of the best marketing guru called Gary Halbert.

What Gary Halbert has to say:

“Become a student of markets. Not products. Not techniques. Not copywriting. Not how to buy space or whatever. Now, of course, all of these things are important, and you must learn about them, but, the first and the most important thing you must learn is what people want to buy. Observe what they do buy. Not what people say they buy. Be a student of reality. The only advantage you want is a starving crowd. Constantly be on the lookout for groups of people (markets) who have demonstrated that they are starving (or at least hungry!) for some particular product or service.”

Read it again.

Everything starts from here. Most businesses fail here because they don't collect enough 'intelligence' of the market.

Promotion fails here because this step requires most of the work. People hide behind activities of cool graphics, elegant videos, getting thousands of subscribers, logo design, leaflet etc. They should rather put the efforts to know the audience. You put more efforts here; you are going to get more clients easily and you will enjoy running your business. PERIOD.



*Find just one right client
Instead of chasing everyone*

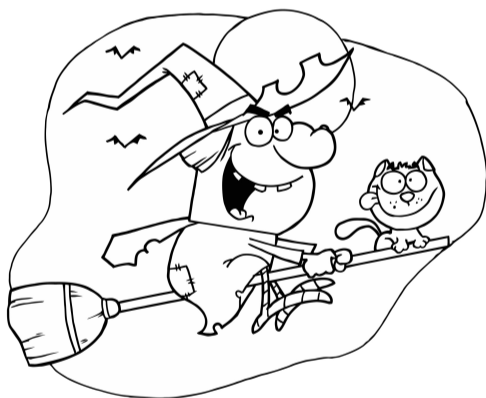
I know you are too excited. But there is a 'not-so-good news'. This part is tedious. This part will fry your brain. This will make you feel tired. You will be exhausted.

But hey, this is what will separate you from all other dumb marketing. You don't want to do dumb marketing. Let others do what doesn't work. Follow the steps covered in this module, and you will be happier.

You need to answer only one question I will be sharing with you in this module. Once you answer this question, you will do 50% of the work. You will be tempted to move on, but you must not skip this part without putting in efforts. Why? Because most of the work will be done by the end of this module.

Do not write any promotional material. Do not type anything to create an ad. You will create confusing marketing messages, and you will not be successful. Why?

People understand what is communicated clearly.



You will be able to create clear and compelling communication only when you understand your customers inside out.

People hate hard and confusing communication. You will be able to create clear and compelling communication only when you understand your customers inside out. Do not start picking a product or service to sell before you answer these questions. If you do this, there's a high likelihood nobody will buy what you're selling.

Great marketing & sales (that pulls in GREAT CUSTOMERS) is written BEFORE you even write a single word (or determine what to sell). Most people consider the "creating ad or sales pitch" and "product selection" part of marketing the hard part. It's not. That's the easy part.

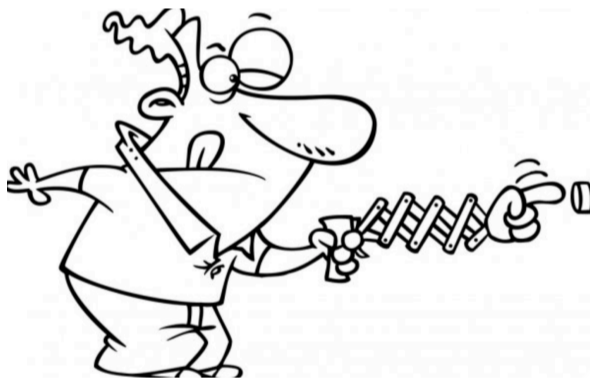
The “hard” part is EVERYTHING you do BEFORE you write a single word. And everything you do before involves answering just 1 simple question:

“Who is hungry? Who is going to buy? - Your Target Profile”

Let’s find out what is ‘Target Profile’. The target profile is ‘Finding JUST ONE PERSON’ who may buy what you offer. Most people believe that everyone is their target profile. NO. If you can’t find one paying customer, you can’t find 100 paying customers.

Most people make a philosophical mistake: They assume their promotional materials should be about themselves. It means they talk about what they do, how great they are and how many awards they have won.

They shouldn’t. Your promotional materials should be about your customers. What do they want? What problems are they facing? How can we educate them about our field of expertise?



The target profile is ‘Finding JUST ONE PERSON’ who may buy what you offer. Most people believe that everyone is their target profile. NO.

Engaging with potential customers is a lot like dating. On a first date, the more you talk about yourself, the less likely you are to get a second date.

We should be doing a lot of listening and actively show an interest in the person who’s decided to risk their time on us, instead of talking about ourselves.

Now, let's talk about an important point what most people ignore. This is important to know before we get into the questions. You will be able to empathize with your audience better.

Now, read this.

“Hi, I am Daniel. Here’s my card. We are from Moneymonster Financial Services. We are in this industry for the last ten years. We have got a team of 100 people. We are located at one of the most prime locations of the city. We have our branches across the world. We have achieved 2 awards for ‘Quality Assurance’ and ‘Emerging Market Leader’. We have unique products and services to offer what none of our competitors are offering. Look at our brochure. Look at our website.”

Have you heard of such sales presentations? What’s wrong with this?

It’s all about ‘Me...Me...Me...’. Would you be interested in paying attention to this person? Not at all. It’s boring. Our customers are having a lot of problems in their life. They are not interested in you. They have too many things to take care of. They don’t care for ‘Daniel’ or You.

Everyone is selfish, including you and me.

And why not, we have to take care of ourselves. They are not looking for another person who claims to be a hero. Instead, they want to be a hero. Yes, they have the inner desire to look good, do good and be great. But they are stuck. They have challenges and problems. They want to get rid of these challenges and problems. But they can’t do it on their own. They are looking for someone who can help them to move from a miserable life to a better life.

Read it again. They are looking for someone who can help them to move from a miserable life to a better life. They are looking for a guide who can show them the pathway from the problem to the solution. Your customers are in trouble and can’t solve their own problems. Otherwise, they’d never have got into trouble in the first place

They are looking for someone as a guide who helps them win the day. For this reason, you never want to play the hero, and you always want to play the guide. Your customers can not solve their own problems. If they could solve their own problems, they’d likely have never got into trouble in the first place.

In marketing, the customer meets **somebody**, reads **something**, remembers **something** and experiences **something** that helps them survive or grow.

In this book, **that somebody or something is the guide- YOU**. A good guide has “been there and done that” in a sense, they understand the problems well and knows how to solve them.



The customer meets somebody, reads something, remembers something and experiences something that helps them survive or grow. That somebody or something is

In fact, your first job is to listen, understand and empathize with the hero's (your customers') problem. You, as a guide, not the hero, is the strongest, the most steady character in the story. You must always position your brand as the guide rather than the hero. Because our customers can't solve their own problems, they go looking for somebody who can help them.

All human beings desire to transform. You or your company, as a brand, need to participate in the transformation of their customers win in the marketplace.

We must ask ourselves what they want, what their challenges are, and how we can position ourselves as their guide to help them overcome their challenges and get what they want. As we discussed earlier, Everyone is selfish, including you and me. And why not, we have to take care of ourselves.

You are not the hero; your customer is the hero.

Now, let's talk about how to identify our hero, means 'our customer. It's going to be a lot of work, but trust me, marketing will become a lot easier once you do the work beforehand.

We have talked about target profile. Now, go deeper to know our target profile.

Who is starving?

When people are hungry, they want food badly. The same way, if our audience is not hungry for what we have to offer, they are not going to buy what we sell. The hunger has to be there to create urgency in our buyer's mind. It's impossible to push our product to our customers' throat if they don't want.

Most businesses are doing it. They believe they have a great product and the people must buy no matter what. So, they do hard selling. They force people to buy. You know what happens when someone is trying to push you to buy. You reject. You get irritated. You avoid the person.

Most people create a product or service and start looking for who is going to buy. That's completely wrong. It doesn't work very well. Most people approach marketing all wrong (in my opinion). They create a product or service. Then market it. And fail. Or make baby money.

I don't do this. You shouldn't either. Why? Because if you start with a product or service, it won't be irresistible. It won't stand out. It won't position you like an authority in the market. It won't help you to get great clients you enjoy working with. It won't have an increased possibility of success.

No.

“So if you don't start with a product or service—then where do you start?”

How to know if people are hungry for what we have to sell?

You need start with a starving market of people.

And find a submarket inside the starving market.

And find a niche market inside the submarket.

And find a specific target inside the niche market.

And then, you figure out what type of *food* (product/service) would get this person's mouth-watering.

(Hint: It won't be the type of food he's already used to eating. Nope. It has to be unique.)

Then you need to *INVENT* this *NEW* type of food. And because you are the only one selling this type of *FOOD* ... and it solves your target's problem (better than anything else), he or she has no choice but to give you his money in exchange for your food. Confused? Don't worry.

That's the BIG picture.

And I wanted you to see it (because it's what you'll be learning to do inside this course step-by-step). I will show you exactly how to create the offer from the scratch step-by-step.

But for now...

Let's not skip steps. Let's go back to asking ourselves who is starving. Because great marketing starts with a starving market.

So what exactly is a starving market?

Starving Market = A market of people with a *pressing need or problem* that are already paying BIG MONEY to avoid pain or gain pleasure.

Why is a starving market important?

You *INVENT* profitable marketing and sales offer if you target a specific customer profile inside a starving market.

When it comes to marketing, people think the more people they appeal to, the more money they'll make. But in reality, the hungrier your market and the more specific your target, the better your marketing will resonate.

Another mistake people make in their marketing is that they focus on getting many clients. It's a big disaster. You just need to find out **FIRST CLIENT** only. This is where the business starts.

If you don't have the first client, you can't get 10 or 100 clients. So, let's jump on to the first question.



*You *INVENT* profitable marketing and sales offer if you target a specific customer profile inside a starving market.*

1. Who is starving?

This is the person you want to sell to. When determining this: It's important you choose a **VERY** specific target (inside a starving market) with a **VERY** specific problem (I'll tell you how in just a moment). There may be a bunch of targets you want to sell to (expecting moms, new moms, moms of 1-2-year-olds) and that's fine. But make a list. And rank the list from best to worse.

Then take the best. And make the target very specific. This is the person you're going to be shooting the arrow at. And once it hits her square in the eye, she'll have no choice but to buy from you.

Let me share with you some of the examples of bad targets or good targets.

Examples of bad targets:

- Junior Accountants
- Women looking to lose weight
- Men wanting to get muscular
- A woman looking for job

Examples of good targets:

- Entry-level accountant at KPMG wanting to become more efficient and productive so she can outcompete peers and be the top-performer.
- A 35-year-old mother of 2 who wants to lose the 15 pounds she put on during pregnancy
- 24-year-old skinny/fat man wanting an extra 10 pounds of muscle
- A 30 years old mother who struggles to get a job after a long 4-7 years of gap because she was pregnant and gave birth to a child .

Get the idea? Now it's your turn to find a specific target inside a starving market.

That's the end of the First Ingredient: Your Customer Profile

Let's summarise.

- Most people approach marketing all wrong (in my opinion). They create a product or service. Then market it. It's a wrong approach
- If our audience is not hungry for what we have to offer, they are not going to buy what we sell.
- What exactly is a starving market? - Starving Market = A market of people with a *pressing need or problem* that are already paying BIG money's to avoid pain or gain pleasure.
- Why is a starving market important? - You cannot *INVENT* High figure promotions and offer if you don't target a specific target inside a starving market.
- Who is starving? - This is the person you want to sell to. When determining this: It's important you choose a VERY specific target (inside a starving market) with a VERY specific problem (I'll tell you how in just a moment).

Next, I will share with you how you can find your starving market. It's not fluffy information. I will actually take you along step by step so that you don't miss a step. It's the exact process used by most successful marketers.

Step-By-Step Guide -Who is Hungry? Who is going to buy?

Step 1: Start with a where they are. choose the kind of industries you want to serve. You should be interested and competent in working in any of these industries. You don't want to work in an industry you can't enjoy.

It can be anything.

- Financial consultancy
- Real estate consultancy
- Digital marketing
- Business coaching
- Teaching
- Health and fitness
- IT industry
- Graphic designer
- Dating service
- Farming

Step 2: Find out what kind of people you enjoy working with. You can find those people from many sources. You can google and find more information about them.

Step 3: Find out exactly where there are hanging out. Are they offline or online? If offline, go and talk to them. Don't worry, I am not asking you to scare them. I will tell you what to do in the next step.

If they are online, go to the online forums, facebook groups, linkedin groups and blogs where they are meeting. Go to those places and join them. See what they are talking.

You will find the real people talking real things.

I have to tell you that most business people just assume that they want to go into a specific market without even talking to them. This is a classic mistake people make and you should never make this mistake.

Step 4: Invite them for the survey. Ask for 10 minutes with a gentle invitation to know the problems they are keen to solve. Speak to that person and find out their list of problems (with regard to a product/service). It's most powerful thing you are going to do. If you speak to 20-30 people from your audience, you will know EXACTLY if they are right for your or not. I highly recommend you to do it.

I will tell you how to know their problems in the next chapter (2nd ingredient-BIG Problem). This is tiring task. You will know a lot things you didn't know and sometimes you disagree with. But these are the real people who are giving the real feedback. You shouldn't ignore. You will find the real information you can never find by sitting on your desk or couch.

Step 5: Ask them questions in detail. List out all the problems and challenges they want to deal with. Find out the biggest problem among all. To gain more clarity, ask them, "What do you mean by that? Tell me more?"

As I said above, we will talk about problems in the next chapter. Do this exercise after going through the next chapter.

Step 6: Record the conversation and listen to it 3-4 times. You will find what exact problems they are facing.

This is the toughest part to do but I guarantee it's going to save so much of your time and money.

Live Examples - See it in action

Business: HR consultant

Profile: A medium-size company business owners

Business: Fitness expert

Profile: A 35-50 yrs old business person who can't go to the gym

Business: SEO expert

Profile: Small Business owners who want to be on the first page of google locally

Business: Fashion designer

Profile: Over-sized women between the age of 30-50 who want to look fit

Business: Real estate consultant

Profile: A family looking for luxurious houses in specific areas of the city

Progress Check:

At this point, you should...

- 1. Have a target customer's profile**

Big Problems

The magnet that
attracts

2nd Ingredient

BIG PROBLEMS

Get Noticed Instantly

We all are selfish. That's right. Why are you reading this book? Because you want to solve your problem of not having enough clients you enjoy working with. Otherwise, you wouldn't care what Mayur has to say. Nobody cares for anything that is not helping them to survive and grow.

The famous motivational speaker, Zig Ziglar said,

“If you want to get what you want, you have to help others to get what they want.”

That's business. You can't make money without helping others. People will pay you only when they find something that solves their problems.

Why do we need to talk about problems?

Because the brain's job is to keep you alive and yes, to help you reproduce. Whenever we see the problems, we either try to fight or to run away. It means, we want to get rid of the problem and we do anything possible to deal with the problem.

People pay attention to problems.

Now, we are not going to run around and scare people for no reason. There are always some problems that are still unsolved. We need to find out those problems which are already there. People don't even see but they are experiencing. This is where our job comes in. People live in the problem and deep down inside they want someone to solve the problem. So, we are not creating a problem out of thin air, we are solving the problem which is already there but it's not visible to your audience.



What Next?

- 1) How to purchase The Offer Craft for your company**
- 2) Why The Offer Craft system is critical for your organisation?**
- 3) Speaking: How to hire Mayur to speak for your next event?**

1) How to purchase The Offer Craft for your company

You can refer this link of Amazon and purchase ebook. [Click here](#)

2) Why The Offer Craft system is critical for your organisation?

In the past customers had limited choice and limited distraction. This means that they could only ever get the product from a store nearby, or get services from a consultant within their geographic area. This is no longer the case. A customer has enormous choice via the Internet today. And no matter what your product or service, there's someone out there who is more than likely to be a competitor. Ironically, it's this factor of endless choice that drives customers crazy. They are easily distracted. And frustrated from endless searching for the right solution.

If you understand how customers buy and what enables them to take decisions, you can instantly get and keep their attention. And despite the endless choice, they will choose you over the competition.

3) Speaking: How to hire Mayur to speak for your next event?

Are you tired of listening to keynote speakers who are nothing but 'rah-rah' cheerleaders? Audiences learn quickly at Mayur's events because he uses powerful adult learning systems that allow the brain to quickly process information in a logical, structured manner.

Most audiences write furiously when Mayur speaks. He makes audiences laugh. He makes them participate and uses interactive skills that get audiences involved. And uses dozens of examples and case studies that enable audiences to learn and implement tactics quickly.

Here is what Ricky Anderson from Austin, Texas had to say.

“I was not going to shortlist Mayur for the keynote speech at our company’s sales and marketing annual event. He simplified some of the complex topics of marketing and sales. In his 1 hr speech, the audience were engaged and learning the insights with fun. Mayur set up without any hard sell. The information was relevant and helped us in finding the right core message of our company’s services and products. He made people think and set the ground for our future seminars with him for our team and for our customers too.”

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