

Dental Consultant Master Academy

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**Transcript - Week 8
Creating The Best Initial Free Offer For You:
Your IFO**

Hi, this is Debbie and welcome to this week's training video. This week I'm going to be sharing with you how to create a free irresistible offer.

This is a really cool topic, and I think you're going to get a lot of value out of what I have to share with you, so that you can really build your list.

This is the purpose of having an opt-in box, or opt-in page, on your website. Here's what we're going to cover in today's video. I'm going to share with you how to choose the perfect opt-in offer for your audience and for your website, so that when the visitors come, they find it irresistible.

They have to give their name and e-mail in order to be connected to you, to bond with you and build a relationship with you. I'm going to share a simple and powerful way to stay focused on creating just the right opt-in offer to build your list even faster.

First I want to ask you where you will be keeping your list opt-in information? I started with a free service which is Mailchimp. After a few years as my list grew and I have a lot of lists for a lot of different programs, teleconferences, various programs, etc., I outgrew the ability to effectively and efficiently use Mailchimp.

I switched to AWEBER which is a bit more user friendly. It does cost \$197 a year where as Mailchimp is free.

If you are really looking for a client management system with a shopping cart and a lot more you may want to check out infusion soft.

To help you determine what the visitors you want I have two powerful questions. There's also a very surprising and counterintuitive little secret about creating these opt-in offers that will grow your list the fastest way possible.

But before we begin, I always like to put this in context. You have most likely opted in into some list, very likely. I just want you to remember back to a time right now, just in your mind right now, think back to a web page that you visited, and there was an opt-in offer of some sort, and you were really compelled by it.

What made you so compelled by that opt-in offer? What was it that made you give your name and e-mail? Just think back to an experience you had at some point. Was it the title? Was it the topic of the opt-in offer? Was it the opt-in box, the look and feel of it, that you felt comfortable in saying, "Yes, I want to get this information."

When you remember back like that, I want you now to take that experience that you yourself had opting in to somebody's list and reflect it back into your business and say, okay, what can you glean from that?

What insights can you get from your own experience of opting in that you? Now, let's get started to elevate your business. I have a couple of goals for you this week. It's quite simple really. All we want you to do is to get clear about what is the most irresistible offer that you can give away to increase your list on your website. We just want you to get clarity right now about what that offer is.

Then as you get clarity around it, we're going to have you simply put into your calendar when you're going to either update your current opt-in offer or create it from scratch. It's not like you have to necessarily do it all this week. That would be a lot. It's doable, but you don't have to.

What we really want you to do is look at this as a project within your business, and then simply put it into your calendar when you will work on this project. That's it.

Now let's just talk about what is an irresistible opt-in offer? Let's back it up a little bit. Let's say, for example, you have a new friend who is coming to visit you in your home. They knock on the door. You open the door, and you greet them. It's nice to see them. They walk through the threshold. What's one of the first things you do?

Well, for a lot of us, it's, "Hey, would you like a cup of coffee or a cup of tea? Would you like something to drink?" It's common courtesy. It's actually quite generous of you as a host to do that with a new friend visiting your home. Well, your website is exactly the same thing. You have a visitor coming to your home, your website, and you want to simply connect with them and bond with them.

It's like reaching out through the Internet and shaking their hand and giving them a hug. That's what an opt-in offer is, because those visitors are coming to your website for a reason. They're looking for information. That's what you want the opt-in offer to be. That's why it's irresistible.

Irresistible means they can't help themselves but to say, "I have to give my name and e-mail because I want to get this thing." There's something about your offer that is so compelling to them and relevant to them that they want to participate with you and bond with you. Now, that's an important point. It's relevant.

For example, if your website is about selling dental practices, well, you're not going to give an opt-in offer about buying a dental practice. Your opt-in offer is never random, and you shouldn't take it lightly or just kind of put something up. You really do have to think it through to make it the most effective tool on

your website.

Now, let's look at how this works in context to your Overall online sales funnel. Again, you remember, you've seen this before, that you have visitors coming to your website. You have traffic, and they come from referrals, from ads, people linking to you, blogging, all these sources, these visitors, flooding to your website.

Again, remember, we talked on the website videos about what's the primary objective of your website. Well, if it is to build a list, then you definitely want to have that opt-in box front and center. Now, that opt-in box is where you're going to capture their name and e-mail so that you can bond with them, build a relationship, connect with those visitors.

They move from being a stranger, a prospect, to becoming like a friend, someone who you have just a little bit more connection with. Because they're opting in, they have faith in you to some degree. It's an initial step to say, "Look, I'm going to give you my e-mail address and my name in exchange for something that I'm going to get of value. Let's start a conversation, a dialogue, about you might be able to help me further."

That's the function of that opt-in offer. It's a bridge between a stranger and a client. In other words, again, they come to the site. They're a stranger. They opt in. They become a friend. They start a dialogue with you. The function, the purpose, of that opt-in offer isn't to just end the conversation then.

It's actually a transition, a bridge, towards them becoming a client or a customer for you. You have to think about this as you're designing your opt-in offer. The big question is, what's going to cause them, after they've opted in, to become a client or a customer? How are you going to move them towards that next step?

It's not complicated at all. It's very simple when you think of it in these terms. The logical conclusion that the visitor has after they've opted in to your special report, your CD, your audio, your video, whatever, is as they consume that information and they get the ahas and the insights and the knowledge from it, you want that their thought is, "Wow, I need to buy xyz from this person. I like this person. I trust them. I want to move forward and do the next thing with them."

That's your goal with your opt-in offer. Again, why do you want this compelling opt-in offer? Because, again, when they opt in, what it is they're saying—you've heard the phrase "maybe a shy yes," meaning they're kind of raising their hand and saying, "I'm interested, and here's my information. Let's start this dialogue. I want to check you out more."

Really, it's just like when you go to the grocery store, and you've seen the people standing there, and they're giving away the sample of the cheese on a cracker or something like that. You take that sample, and you're like, "Oh, this is really quite good.

I never would have thought I would have bought this cheese, but I'm going to try it out and you buy it. That's that free sample, that free offer.

That's the role that your free opt-in offer is doing on your website. It's that opt-in offer that's actually going to grow the list. That's the key mechanism that makes that happen. Your opt-in offer has to be relevant, interesting, and compelling to your visitor for it to really fulfill your purpose of growing your list and ultimately moving that person to become a client or a customer. Pretty simple, right?

Once your people have entered into your world, then you do the deeper work and you transform them and this is when the magic begin. This begins with a hesitant opening of the door. Think about this for your business. What is your sign above the door? Here's the secret. The sign above the door does not describe what is in the room actually.

This is where people get confused. They think, "Oh, I've got to show them or teach them all my process." No, no, no, no. The message of your IFO should simply be a description of who they're going to be or what they're going to have when they into magic room. The magic room is your proprietary system that gives them what they really need. They don't really care what happens in the room. They just want the result that happens walking through the magic room.

Now we will talk about your primary question for your IFO - your opt-in offer which is simply what is the end goal for your prospects? What is the end result that they actually want to have? That's what you're going to give them, initiating at least, in the opt-in offer. In other words, you're not giving the whole barn, the whole farm, rather.

In other words, you're not giving away your entire system with all of your proprietary information in your opt-in offer. You will simply guide them, give them insight as to what they want ultimately as an end result. Again, think about this in context to your business. What is it that your prospects, your strangers who don't know you yet, what is it they ultimately want?

Really get clear about that. I have surveyed my list and discovered exactly where their pain is. In fact, I have surveyed my list the past 2 years in a row do I can really dive deep into where their pain is.

Find out what is the end result that they want, and what little golden nuggets of insight can you give them to point them in the right direction to what they ultimately want? That then is going to help you design, create, what the content is of your opt-in offer.

The second key question to ask, what do they want right now? What's of urgency for your ideal client? They may not know what they ultimately want. Actually, that happens sometimes. But they have an inclination in their mind about something different than the ball and chain that they're dragging around.

You want to speak to that. In other words, oftentimes you have to back up your message. This is really interesting, because they want an urgent solution. That's why they're online.

If you picture your ideal client sitting on the computer, they're looking for solutions. Imagine they come to your website. That opt-in offer has to be compelling enough to say, "I have an immediate solution that's going to help you right now." Now, here's the thing.

The thing that they really want, is not going to be more e-mail in their inbox. That's why oftentimes newsletters are not necessarily the best, most irresistible opt-in offer. Right? Think about it. Who wants more e-mail in their inbox?

But if you're offering some sort of a special report or an audio CD or a video that helps them solve or it gets to or addresses what they ultimately want, that's going to be compelling to them.

I want to talk about the content for your offer, what's going to make it irresistible, and what's going to compel that visitor to get a little fire in them and say, "I need this. I want this. I'm going to give my name and e-mail for this information." You just to have to identify what's their biggest problem.

What's the single biggest thing that is a burden to your visitors? That's the key. What does that ball and chain that they're carrying represent in your business? The answer to that, the solution to that, is going to be your opt-in offer, which will then define what the title is, what the content is going to be, and what the format will be.

Regarding your opt-in offer, I want you add the exact topic for your business. It is not just "Increase profits" or "Get Facebook Page" or "Sell/Buy a dental practice."

"This secret to the exact word you use for your business is so counterintuitive. If you are a health coach for example and you help people lose weight, (Just an arbitrary easy example) you may have a line to your opt-in that says "Want to lose weight?"

versus “Health coaching to lose weight.” Think of this as the end result for the people who come to your website. What do they want? Think about your business, and think about the end result. Then plug in that word into this sentence. “What word will you replace with weightloss? This is so counterintuitive it’s going to astonish you.” Try that on. How does that feel? How does that make you perceive what you’re offering differently?

Here is the bottom line with your free opt-in offer. It needs to really do two things. It has two functions to it. The first is you actually are adding value. It has to have substance to it. You’re educating them and giving them an aha by simply telling them the why and the what. In other words, your opt-in offer—is like a white paper of special report. You have seen these before, right?

You don’t have to give away everything of everything you know. All you need to do is talk about the big why do they need this and what it is. Giving them this knowledge is going to give them that big “A-Ha!” This is how you want to think about your opt-in offer. What will cause them to have a light bulb go off in their mind?

It’s not that you have to give a lot of content, it’s that you have to give an insight. Think of this as reverse engineering or stating your message backwards.

You may think that “A-Ha” is so obvious but really it is probably not that easy to your website visitor. Think about what will cause your visitor to say “A-Ha, I get it!”

For your opt-in offer you do not need to add a lot of fluff but this is more about what will give that potential client an “A-Ha!” What will have a light bulb go off inside their head?

The second thing, the function of this opt-in offer, is it’s got to sell. Remember, this opt-in offer is a bridge from a stranger to a client. It’s that middle point where they’re just getting to know you. Imagine that during the time your potential client is reading and engaging in your offer, that you are dating them.

The logical next step for the person reading or receiving your op-in is “I need to hire this person!” You want them to feel comfortable. You want them to be thinking “I need to buy from this person.” Your opt-in offer is there to add value and you are going to move them to grab the sale.

Think about what you can provide the person who receives your offer; what will the eye-opener look like for this new lead? What is the biggest A-Ha that you can give them?

Do you have an insider secret or knowledge do you know about that most people are not aware of, like the skincare example? Simply reveal what your magic potion is.

Now, in your offer, you're not necessarily getting into the details about how to do it. That's where your product or service comes. That's the how to part. You're simply showing them, "This is why you have this problem," or, "This is why you're struggling, and this is what it is. This knowledge in itself is going to give you insight and value in your life.

When someone opts-in be sure that you let them know how to continue with you. Let them know how they can create a deep dive into your topic. Tell them in your opt-in offer: "Here is the next step..." Invite them to come work with you.

I want to make this very simple for you. If you follow these steps you can create a very compelling offer.

Now, here is a really surprising and very counterintuitive secret about what makes really powerful offers that will grow your list like crazy. You want to give away your best stuff up front and for free. Crazy, right?

You might think, "But if I do that, nobody is going to hire me." Well, not necessarily. What's going to actually happen is when you give away such amazing value up front, their eyes are popped out, and they're going, "Wow, if this is the free stuff, I can't imagine what the paid stuff is going to be like."

You're actually building more trust and likeability to your audience, because you're not being stingy. You're not holding back, but you're being so generous with the key golden nugget that is actually going to really add value to them, and you're giving it away for free up front.

Remember that you don't have to give it all away. What you are giving away is insight and the "A-Ha."

In dentistry, dental practitioners "SERVE" their patients. This is the same with what you are doing with offering a product, service or your opt-in. You want to have an attitude of gratitude. You are a generous person. RIGHT? You are so passionate about what you have to offer others? This attitude is what creates good will with your people especially those who don't know you yet. I think of this as paying it forward and my love language is gifts so for me this feels good to give my very best to those who I serve.

I also want you to plan a date. We talked a few weeks ago about your profit calendar. Write down a date on your calendar when you will have your IFO complete. Next week I will talk about email strategies. Until then, everyone have a great week!

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