



# THE **PERFECT** OFFER WORKBOOK



In this webinar, I'm going to do the exact

# OPPOSITE

of what you'd expect...



## Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars)



I'm going to show you the

# **Exact Tactics**

behind the ***fastest growing online businesses*** today.



# ***“The **Perfect Offer** Formula”***

It's helped to create **millions in new revenue**  
for entrepreneurs from all over the world...



Smart marketers are making the switch because...

## The **Results** Speak For Themselves...



**The Perfect Offer Formula *IS*** that principled  
foundation you can stand on, *unshakably*...

## **BEST RESULTS COME TO:**

**COURSE OWNERS  
(DIY)**

**CONSULTANTS  
(DWY)**

**SERVICES  
(DFY)**

# Litmus Test

**A THRIVING BUSINESS IN ONE YEAR =**

- Time Freedom
- Predictable Income
- Big Paydays

**Would You Take That Deal?**



# My Promise to YOU...

If you do what I'm about to teach you, you'll never go back to the broken way of doing things.



**YOU CAN DO THIS!**



# Phase 1: Perfect Offer Architecture



The Ingredients - ***OR*** - The Secret Sauce?



# Phase 1: Perfect Offer Architecture

Your **Perfect Offer** truly is the foundation of your entire business.

The Offer is **EVERYTHING!**

*"It's the offer  
stupid!"*

*Dan Kennedy*



# Phase 1: Perfect Offer Architecture

## The Problem is:

Too often, you're building a business selling *ingredients* instead of **results**.



# Phase 1: Perfect Offer Architecture

**This leads to making huge mistakes like:**

- Charging hourly rates
- Dropping your price to extremely low points
- Comparing yourself to your competition
- Overwhelm and confusion



# Phase 1: Perfect Offer Architecture

Instead, we want to do the exact opposite...

Craft **ONE** single, premium priced offer  
that promises a **RESULT** instead of the  
*“pieces to the car”*.





# Phase 1: Perfect Offer Architecture

Let's work on **YOUR** offer:

You need a premium priced offer that solves **one major problem** for one specific person.

**This is a powerful mindset shift.**

## OFFER A

- I'll help you lose weight.
- I charge \$100/hr
- Average 4-5 sessions
- LCV= \$500

**The risk / reward proportion is insane.  
When someone is confused, the  
default answer is "No"**

## OFFER B

- Fabulous and Fit Accelerator
- 90 day program to help you lose 10-30 pounds and keep it off for life
- Customized Nutrition Plan
- Meetings / Accountability
- Program Guarantee
- Price - \$4K / mo
- **21 Clients = 7 figure biz**
- Easy to leverage



## Phase 1: Perfect Offer Architecture

Do you see how just repositioning your offer, clarifying your outcome, and **selling the outcome instead of ingredients** gives you ultimate scalability and freedom?

# Your **OFFER** is EVERYTHING.

- It's going to give you **comfort, peace, and clarity** to know exactly what to do next.
- You want to shift your offer to be **all-encompassing - result-driven - and premium**
- **Value and price are deeply intertwined**

\$1000 - Must be something wrong with it.

\$100,000 - Must be the real deal!



**Price is hedged to value!**



# Phase 1: Perfect Offer Architecture

- If you're selling your offer right now for under \$1000 average client value, it's **broken**.
- To reposition this properly means you SHOULD be selling for **\$3K to \$30K**, *EVEN* if you're not a rockstar sales person.
- I would rather have ONE \$10K sale than TEN \$1000 sales - and the effort is nearly *identical*.



# Phase 1: Perfect Offer Architecture

**You want an offer that provides:**

- A clear path to the desired result
- With maximum comparative value
- With minimal time, effort, and risk



# Phase 1: Perfect Offer Architecture

**Let's Build It!**

(DO THIS NOW)





# Phase 1: Perfect Offer Architecture

## THE PERFECT OFFER SCORE

### THE WHO

Compared to their pain, what is it worth to get the result instantly?

(Worthless)    0    1    2    3    4    5    6    7    8    9    10    (Invaluable)



# Phase 1: Perfect Offer Architecture

## THE PERFECT OFFER SCORE

### THE RISK

How likely, if followed exactly, are they to get the intended result?

(Won't happen) 0    1    2    3    4    5    6    7    8    9    10 (Guaranteed)



# Phase 1: Perfect Offer Architecture

## THE PERFECT OFFER SCORE

### THE WHEN

Compared to doing it alone, how long will it take for them to get the result?

0    1    2    3    4    5    6    7    8    9    10

(1 - 3 Months)

(4 - 6 Months)

(6 - 12 Months)



# Phase 1: Perfect Offer Architecture

## THE PERFECT OFFER SCORE

### THE HOW

How much physical EFFORT is required to get the desired result?

(No effort )    0    1    2    3    4    5    6    7    8    9    10    (Worst pain)



# Phase 1: Perfect Offer Architecture

## THE PERFECT OFFER SCORE

Value Of Result		Time Delay	
Likelihood Of Result		Pain & Sacrifice	
TOTAL A		TOTAL B	

$$\mathbf{A - B = PERFECT OFFER SCORE}$$



# Phase 1: Perfect Offer Architecture

## THE PERFECT OFFER SCORE

### **Scores:**

15 - 20: PERFECT OFFER

5 - 15: REVISION OFFER

-10 - 5: BAD OFFER

Less than -10: BURN THE OFFER

## Meet Rob & Janice

Went from \$20K/m to over \$200K/m - JUST by changing the offer and sales process, in just 12 months



## Meet Kien

Collected over \$80K in cash for a new men's health offer in under 90 days, without building a thing.





## **Meet State Senator, Dr. Pat**

Went from ~\$2-3k/m to  
over \$20k/m with the same  
program, just a better offer!



**“Change your offer, change your  
business, change your life!”**



## PHASE 2: OFFER VALIDATION

**Ok - let's get REALLY honest...**

- I have teams that can run your ads right now.
- Sales people who could close your deals for you right now.
- Funnel building teams who can build your sites, funnels, and automation...

~~**DO NOT BUY ANY  
MARKETING TOOL RIGHT  
NOW!**~~

You do NOT need sites, funnels, ads, or infrastructure until  
you've **validated** your offer.



## PHASE 2: OFFER VALIDATION

**Building before selling is a mistake!**

There are literally people who are just WAITING for you to give them your **Perfect Offer**.

So what we do next is **validate the offer** to a hungry audience.

**\*\* SELL BEFORE YOU BUILD \*\***



## PHASE 2: OFFER VALIDATION

### MVL

A 'Minimum Viable Launch'

Tap into a hungry audience with your **PERFECT OFFER**, before ever building it out.



## PHASE 2: OFFER VALIDATION

Collecting cash is all that matters.

When people are willing to give you money for the offer, they want it. If they don't, then **don't waste your time** building a huge product line.

Some people just want to be  
**GUIDED** to the result, and want to  
pay you handsomely for it.





## PHASE 2: OFFER VALIDATION

**Perfect Offer Architecture**

**+**

**Minimum Viable Launch**

**=**

**Collect Cash Fast**



## PHASE 2: OFFER VALIDATION

**“But Jordo I don’t have an audience!”**

That’s ok, about half of new offers do not yet have audiences. That’s actually better, because you get real feedback from hungry audiences to help you make the offer truly perfect.

Once you validate and get **PAID** - *only* then do we move forward.



## PHASE 3: INFRASTRUCTURE CREATION

The goal here is to build a **Minimum Viable Infrastructure** to support your clients and begin to *automatically* enroll new clients.

- A Portal
- An Authority Funnel



The screenshot displays a calendar application with a weekly view. The top navigation bar shows the days of the week and dates: SUN 12, MON 13, TUE 14, WED 15, THU 16, FRI 17, and SAT 18. The left sidebar lists time slots from 8 AM to 7 PM. The main grid area contains several events:

- SUN 12:**
  - 8 AM - 10 AM: Austin (blue bar)
  - 10 AM - 12 PM: Stay at Hyatt Regency A (light blue bar)
  - 10 AM - 12 PM: CORE Incubator Round Table (green bar, text: 10am - 12pm, <https://zoom.us/j/67178248277>, [pvedstTVneXJLOXFzdVNr](#))
  - 6 PM - 7 PM: Flight to Minneapolis (DL 1683) (blue bar, text: 5:15 - 7:54pm, Austin AUS)
- MON 13:**
  - 2 PM - 3 PM: Dr. Appointment (red bar, text: 2:45 - 3:45pm)
- TUE 14:**
  - 9 AM - 12 PM: DropFunnel Call (blue bar, text: 9am - 12pm)
  - 9 AM - 12 PM: DropFunnel (yellow bar, text: 9am, [https://](#))
  - 12 PM - 1 PM: 7M + DF Systems Chat (blue bar, text: 12 - 1pm)
- WED 15:**
  - 12 PM - 1 PM: Jordan/Aaron ongoing (green bar, text: 12 - 1pm)
- THU 16:**
  - 4 PM - 5 PM: PH Weekly (blue bar, text: 4pm, [https://](#))
  - 4 PM - 5 PM: PH Weekly (yellow bar, text: 4pm, [https://](#))
- FRI 17:**
  - 10:30 - 11:30am: Jordan Medicher and Mic (green bar, text: 10:30 - 11:30am)
- SAT 18:**
  - 7 PM - 8 PM: (blue bar)



## PHASE 3: INFRASTRUCTURE CREATION

### **Ask yourself this:**

Do you want a massively packed schedule, or an open calendar but sales are still rolling in?



## PHASE 3: INFRASTRUCTURE CREATION

**Think back this week at how you spent your time.**

Were you:

1. Spending a lot of time on social media and thinking about your business?
2. Spending your time making offers to a hungry audience?

***And which one would bring you the results you want?***



## PHASE 3: INFRASTRUCTURE CREATION

### **Laser focus.**

You want to become dangerously focused and intentional. It makes you a better spouse, a better parent, and a better leader. And you make way more money at higher profits.

### **Intentionality.**



# PHASE 3: INFRASTRUCTURE CREATION

## The Authority Funnel

Websites are powerful, it's a great place for people to learn more about you, and get you ranked in Google for free organic leads and sales.

But **Sales Funnels** are psychologically crafted to help people make a buying decision.



# ON A MISSION TO CHANGE LIVES

TONY ROBBINS HAS SPENT OVER 40 YEARS CREATING BREAKTHROUGHS AND TRANSFORMING LIVES



## FIND THE EVENT THAT'S RIGHT FOR YOU

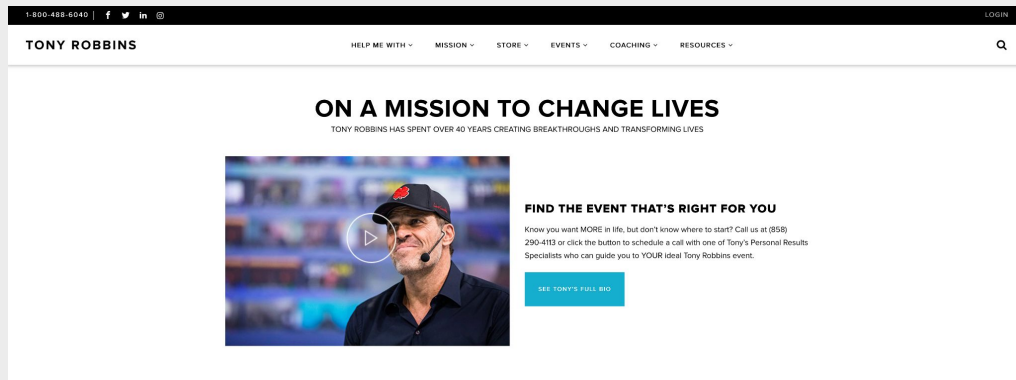
Know you want MORE in life, but don't know where to start? Call us at (858) 290-4113 or click the button to schedule a call with one of Tony's Personal Results Specialists who can guide you to YOUR ideal Tony Robbins event.

SEE TONY'S FULL BIO

Main authority site that looks like a website, but operates like a funnel.



# PHASE 3: INFRASTRUCTURE CREATION



This **Authority Funnel strategy** is a hybrid between leveraging SEO and organic traffic, with a high converting sales funnel to get your hungry audience to *automatically* move toward your offer.



## PHASE 3: INFRASTRUCTURE CREATION

- **Do not** randomly build sites and funnels.
- Build with *simplicity* and *intentionality*.
- **One** page authority site and **one** call to action button that leads to your offer.

**BUY NOW!**



## PHASE 3: INFRASTRUCTURE CREATION

If I forced you to **ONLY** use an Authority Funnel, in **ONE** software platform, you'd make **10X the sales** than trying to patch a bunch of tools together.

**Because it eliminates mental distraction.**



## PHASE 3: INFRASTRUCTURE CREATION

It's all about simplicity, speed, and intentionality.

**One path, one CORE offer, one hungry audience = sales and scale.**



## PHASE 4: AUTOMATION

Here's where things get really exciting. And I'm going to prove to you that **INVESTING** at this stage is the absolute right thing to do.

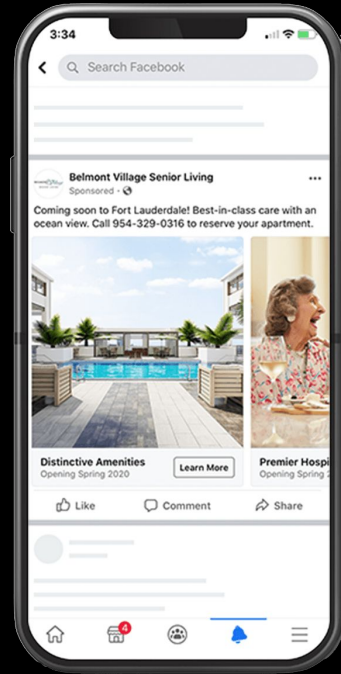
*"Hey, I want you to go spend \$1000 on ads".*

No way, right?

*"Hey, go spend \$1000 on ads and it's going to give you \$5000 back"?*

***You'd celebrate!***

**The only difference between the two  
is understanding your numbers and  
expectations.**





## PHASE 4: AUTOMATION

Let's say you have a \$5000 offer.

We like to run very simple ads that collect phone numbers or emails right on the ads themselves.







## PHASE 4: AUTOMATION

We also like to leverage SMS marketing, which gets you close to 99% open rates.

We run a simple ad that collects information. We then redirect them to our authority funnel.

For everyone who doesn't take immediate action, we automatically follow up with them.





## PHASE 4: AUTOMATION

### Key Performance Indicators (KPI's):

### **\$5,000 Perfect Offer**

No. of Leads	Lead Cost	Ad Spend	Close Rate	Calls Booked	Perfect Offer Sales
100	\$10	\$1,000	10%	10	3* (30% close rate)

\* (1) Full Pay = \$5,000 (1) 2 Pay = \$2800x2 (1) Full Pay = \$4,000 (\$1,000 referral bonus) + Referral Full Pay

**\$11,800 total cash collected plus \$2800 coming in next month**



## PHASE 4: AUTOMATION

### Key Performance Indicators (KPI's):

**\$5,000 Perfect Offer**

No. of Leads	Lead Cost	Ad Spend	Close Rate	Calls Booked	Perfect Offer Sales
1000	\$10	\$10,000	10%	100	30* (30% close rate)

**\$69,000 total cash collected**



## PHASE 4: AUTOMATION

*It's just numbers. Simple, clear, understandable numbers.*

**YOU CAN DO THIS!**



## PHASE 4: AUTOMATION

***So ask yourself this - is there ANY reason you wouldn't do this?***

- Are you “too busy”?
- Are you concerned on how to build this?
- Or are you actually just questioning... what would happen if this actually works?



## PHASE 4: AUTOMATION

***So ask yourself this - is there ANY reason you wouldn't do this?***

- Who would you become?
- Who could you impact?
- Who is depending on you?



## PHASE 4: AUTOMATION

- ***What if you DON'T do this?***
- Will you stay stuck in the same patterns you have been for years?
- Will you look back wondering why you kept chasing rabbits and butterflies instead of focus, intentionality, and simplicity?

**You have 2 options now:**

**DO THIS YOURSELF**



**DO THIS TOGETHER**





I'll invite you to a private **“Perfect Offer” consultation** to speak with my expert team on helping you to fill the gaps.

You can ask them what we can do for you to rapidly speed up this process and how it all works for us to quite literally “Partner” in your business. And we only win when you win.

**That's a good partnership.**

1. **Bring your “Perfect Offer Score” to the call**
2. We'll help identify gaps and opportunities to help you **ADD 6 - 7 Figures to your business**
3. If it makes sense to speed up your process, we'll show you how it all works



Click below to grab the FIRST available spot on the calendar, then lock it in on your schedule.



It's been my pleasure to give you this info, and regardless of which route you choose, I'm rooting for you.

**YOU CAN DO THIS!!**

*Tordo*

**BOOK A MEETING WITH US**