

- Relevant Irresistible Offer** - Does it belong somewhere inside your 3 step path to transformation?
- Problem Solving**- Does it address or solves a MAJOR problem that your avatar is facing
- Specific & Measurable Promise** - Can it likely, in instances, deliver a specific measurable result if used
- Easily Consumable** - Is it fast, easy and uncomplicated to consume.
- Likely Actionable** - Does the potential user believe they are likely to use it and benefit from it.
- Perceived As Valuable** - Does it save them time, money, or shortcut them to knowledge and expertise
- Creates Need** - Highlights the need for the rest of your Irresistible Offer to get Big Promise