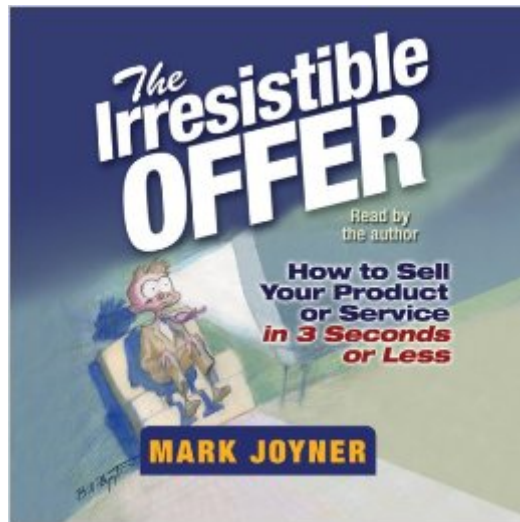


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The Irresistible Offer: How To Sell Your Product Or Service In 3 Seconds Or Less



Synopsis

Your customers are going to give you three seconds to make the sale. Do you know what to say in those three seconds? The marketing methods of the past are losing effectiveness as consumers are getting smarter and smarter and have less and less time. What is needed is a new way of doing business-a method that is simultaneously socially responsible and far more effective than "old" marketing. This new way is The Irresistible Offer. "The Irresistible Offer is the missing link in many marketing books." Joe Sugarman, Chairman, BluBlocker Corporation "The Irresistible Offer reveals secret after proven secret guaranteed to pump fresh power into your sales process." John Du Cane, CEO, Dragon Door Publications, Inc. "As the world's fastest reader (Guinness Book certified) I've read just about every business and marketing book in existence. The Irresistible Offer by Mark Joyner is, by far, the easiest and most powerful. If you want to make a profitable business (any business small or large), The Irresistible Offer should be your starting point." Howard Berg, "The World's Fastest Reader" "I've read every book on marketing printed in the last 150 years. This is the first breakthrough in over fifty years." Dr. Joe Vitale, author of The Attractor Factor "If I had to choose one modern marketing genius to learn from, it would be Mark Joyner. The Irresistible Offer belongs in the hands of everyone wanting to wildly succeed in business." Randy Gilbert, a.k.a. "Dr. Proactive" host of The Inside Success Show

Book Information

Audio CD

Publisher: Your Coach Digital; Unabridged edition (October 23, 2006)

Language: English

ISBN-10: 1596590696

ISBN-13: 978-1596590694

Product Dimensions: 5.2 x 1.4 x 6 inches

Shipping Weight: 4.8 ounces

Average Customer Review: 4.4 out of 5 stars Â See all reviews Â (121 customer reviews)

Best Sellers Rank: #538,201 in Books (See Top 100 in Books) #28 in Â Books > Books on CD >

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Customer Reviews

I normally steer clear of claims like the one made in the subtitle of this book. I mean, really, is it even possible to sell a product or service in 3 seconds or less? It's not only possible. It's *necessary*.

And that's the point of *The Irresistible Offer*. Think of the last few times you were persuaded to do something. Didn't you know almost immediately that you were interested? How about the last few times you **weren't** persuaded? Didn't something inside tell you right away these offers weren't for you? Most likely, these decisions were made almost immediately. As in, three seconds or less. And given the ever-increasing barrage of messages we encounter every day, it's only getting worse. Contrary to popular opinion, the answer to getting heard isn't to "sling more and hope some of it sticks." The answer is to make your offer so tight, so powerful, so irresistible that it cannot be ignored. And that's what this book is all about. Using numerous examples such as Fed Ex, Columbia House Records and Domino's Pizza, Mark Joyner not only explains exactly how to craft your own Irresistible Offer, but how to build upon it, and more important, how to get legions of loyal customers to spread it for you. In fact, Chapter 11 on Word of Mouth is one of the best overviews of viral marketing I've ever read. Couple these ideas with an offer designed from the ground up to penetrate minds and you've got a tool you better hold onto with both hands. But I think my favorite thing about the book is that it is, itself, an excellent example of an Irresistible Offer. I won't spoil it for you here, but after you read the book, take another look at the dust jacket, the first few pages and even the very last page of the book.

I consider myself a marketing expert. I've built two hugely successful million-dollar mail order companies within just a few years and thought I knew every trick in the book from Gary Halbert to Dan Kennedy. And I found a new gem in this book! There wasn't anything "new" per se but the way the author had "updated" the importance of marketing techniques was a refreshing polish on things that have gotten dusty over the past few decades. His point of view has been welcomed and long-needed in direct response. He actually includes testing examples that he's done. For instance he tested using the "7" which is Ted Nicholas' marketing trick from eons ago. He gives you information on when he tested the \$99 price-point versus \$95 and \$97. He gives you exact figures on which pulled the most. Many other authors who talk about the "7s" will tell you that they pull more but never give actual figures on which pulls the most, probably because they've never done a real-life test themselves. This book focuses on the "offer" and the "benefits" to the customer. As broad as that may seem this author seems to get deep into the nitty-gritty on EXACTLY how to push people's buttons to get people to buy. And within 3 seconds. And he does it in a fun, easy-to-follow, lightning fast manner that makes reading the book cover-to-cover a snap. All of the traditional marketing "secrets" are brought up to the 21st century standards. There is so much information that bombards people everyday that you have to HIT PEOPLE QUICKLY AND HIT 'EM HARD. Other

marketing books by the greats are outdated because of that huge main fact. Life isn't the same as it was before the Internet. Therefore we have LESS TIME to get people's attention.

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