



11 Ways to Improve Your Offer

By Hugh Chewing

Of all the components of your mailing, the list and offer are the most important. If you're looking for breakthrough results, you'll need to be testing these two important components.

11 IDEAS TO GET YOU GOING:

1. Offer something "new" or "free."
2. "Flip-flop" your offer. Rather than emphasizing "You're paying \$400 too much for auto insurance," test "You can save \$400 on your auto insurance." You can sell a product at "50% off" or offer "Buy one and get one Free."
3. Use specifics. Rather than offering to save the reader \$400, offer to save him or her \$389.43. Although it's less of a savings, the specifics will attract more attention and gain credibility.
4. For political fundraisers, rather than ask for money to help elect a candidate, raise money to defeat the opponent.
5. Use comparisons that people can relate to. For example, rather than raise money to feed millions of hungry people, ask for help to feed one

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hungry child. Rather than cut taxes by billions of dollars, offer to save each taxpayer \$1,023.

6. When possible, don't use percentages. What does it mean to save 25%? Instead, offer "Save \$19." Rather than, "Sixty percent of all consumers agree," use "Three of every five consumers agree."
7. Test a premium. If you're already offering a premium, test a new premium.
8. Test new price levels and/or asking amounts.
9. Provide a guarantee. Every product or organization can offer a guarantee.
10. Offer "Early Bird" savings or gifts. (If you act within the next 10 days, you get this...)
11. Regardless of your offer, sell only one thing at a time.

Remember, when you need breakthrough results, test your offer. Other than list selection, nothing will make a bigger difference in your success.