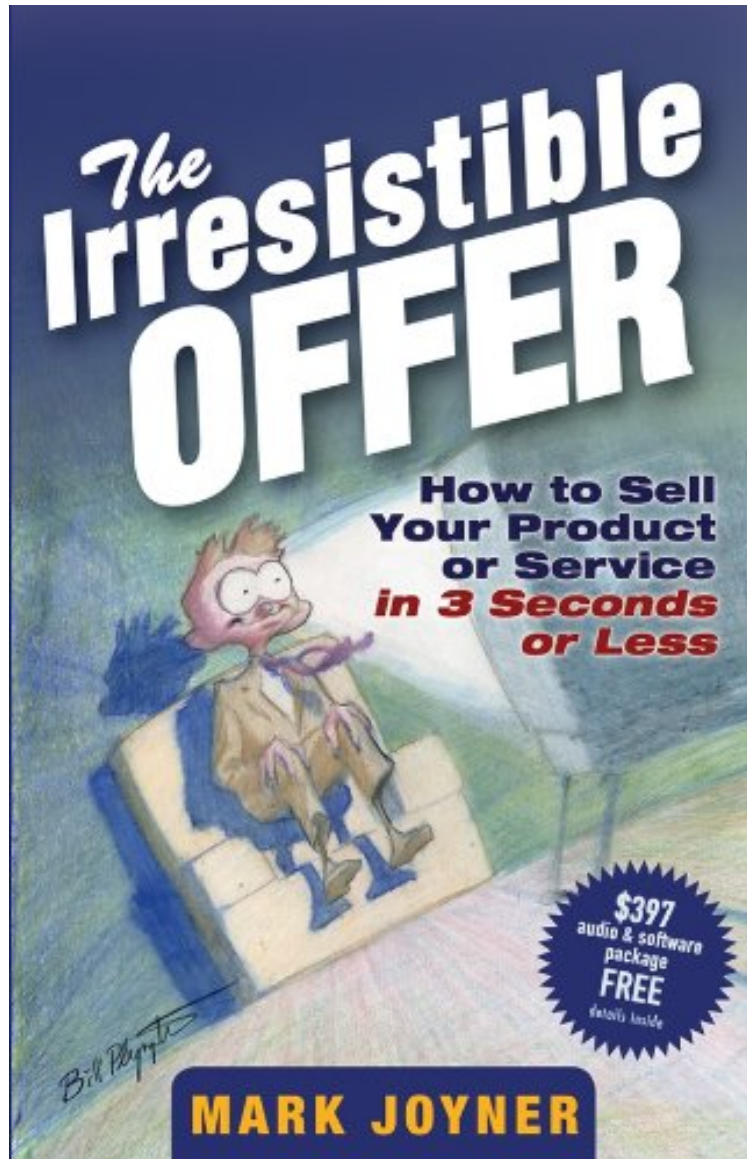


(Library ebook) The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less

The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less

Mark Joyner

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Mark Joyner : The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less:

2 of 2 people found the following review helpful. Fast marketing and sales design in a book By Scott Sylvan Bell As a seller you have a short time to attract the attention of a buyer. Your message must be on point to get the information

across in a short time that keeps the attention of your buyer. This book helps by using a simple formula to either write sales scripts or advertisements. There are plenty of real world examples in the book from Dominoes Pizza and their "30 minutes or it's free" guarantee to Fedex. This is a great book for a seasoned sales person to freshen up or someone who is new to know what to do in the sales process. This would also go the same for an advertiser or a small business person who would like to get an edge on the message that their client is seeing. 0 of 0 people found the following review helpful. Well worth your investment in time and money for this book! By Dallas Bowman Well worth the investment in this book! I've read it a few times and I refer to it often. Great book for copywriter's and marketer's who desire to write irresistible offers. 0 of 0 people found the following review helpful. on the offer - except for this great book. As the great direct marketers say By Kelvin Dorsey The 'offer' in the online marketing sales process is more overlooked than a midget in a bank line. There's a ton of books on list building, and copywriting but none, as far as I know, on the offer - except for this great book. As the great direct marketers say, the greatest copywriting in the world won't overcome a poor offer. Congratulations to Mark Joyner.

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

From the Inside Flap Tic. Tock. Tic. Tock. Tic. Tock. Three seconds. That's all you've really got to make the sale. With consumers bombarded with thousands of marketing messages a day, they have to make purchasing decisions quickly, which means you have to make the sale just as quickly. There's simply no time for you to make any offer besides the one offer that will work and work quickly — The Irresistible Offer. But what is The Irresistible Offer? Simply put, it's the best (and maybe only) true alternative to the traditional form of selling with its sentimental manipulation, marketing trickery, and decreasing effectiveness. The Irresistible Offer is so good and so easy to understand that buying from you becomes a no-brainer for your customers. But it's not a one-time special or a "unique selling proposition." The Irresistible Offer is the offer that defines your business and becomes your *raison d'être*. Want an example? Domino's Pizza grew from a single store to a \$4 billion chain in large part because they gave their customers an offer they couldn't refuse — "thirty minutes or less" or the pizza was free. The success of that offer is obvious in retrospect. But how do you design The Irresistible Offer for your own business in your own industry? This book shows you how. In The Irresistible Offer, author and New Marketing guru Mark Joyner defines and explains this revolutionary selling philosophy, uses real case studies to show it in effect, and helps you quickly and easily apply it to your own business. He examines the elements that make up The Irresistible Offer and presents a formula for creating one of your own. Plus, Joyner provides practical tools that allow you to estimate the effectiveness of your offer in advance so you can plan accordingly. For too long, selling has been about manipulating a message and manipulating a consumer. The Irresistible Offer presents a new, effective, and ethical way to sell based on what you're selling, not how you're selling it. Rather than manipulate your customer (who may resent it, after all), Joyner shows you how to manipulate your offer instead — so that customers find it, and your company, truly irresistible. From the Back Cover 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

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About the Author MARK JOYNER is a leading authority on Internet marketing and New Marketing. The former CEO of Aesop Marketing Corporation, he has pioneered many of the biggest trends on the Internet today.