

FREE



# How to Create an Irresistable Offer



pink elephant media

# How to Craft an Irresistible Offer

We have collated a lot of outreach templates for you to use. You can change the Pink Text with your own personalised words. The more personalisation you can use the better. You may want to leave or alter some parts that are not applicable to your business. There are a number of psychological tactics you can use that will make your offer irresistible.

1. Sell time savings instead of money
2. Make people feel like they are part of the group
3. Utilize the foot in the door technique

Remember to create a number of messages around the same topic so you can split test as to which message works best.

Here are just some tried and tested message templates that you can use to improve your conversions (click on the titles below).

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## Where you have not met

Hi [insert first name],

It's nice to "meet" you.

I am a [insert job] and I developed a cool product that solves the problem of [insert issue]. I thought it might fit really well with what you do at [insert their business name].

Background

Solve issue

If you're open to learning more, I am happy to send you [insert options] and maybe a link to my diary so we can chat further

Clear ask

Look forward to hearing your feedback and if it is a good fit for you.

Thanks,

[your name]

[your email address]

# Where you have met

Hi [insert first name],

While this is a bit out of place, I thought I would send you a connection request as I saw you at [insert venue], and had the chance to see you [insert speak, pitch, talking to a colleague or other action]. I was blown away by your \_\_\_\_\_, [insert something that impressed you]

Personal

Excitement

It would be great to connect.

Kind regards,  
[your name]

# Follow up

Hi [insert first name],

Thanks for the connection. Our business works closely with amazing companies such as yours to get them [insert client goal]. I see huge potential growth for your business and would love to be a part of it in any way.

Clear Ask

Our focus here is on [insert your main skill] and I'd love to tell you more about how our skills set could help you reach and exceed your [insert clients goal]

I'd love to find a time we could chat more about the company and tell you how we think we can help. If your open to this let me know and I will ping you my diary appointment

[insert name]  
[insert email address]

# A Celebrity or Influencer

Hi [insert first name],

I've been following your content and I'm so impressed with all you've accomplished. I recently read/listened to interview/watched video of you, I'd love to discover more about your work.

Best regards,  
[your name]

# The Connect

This should be used as part of a series of messages to take them from cold lead to warm prospect. Below are some examples in each step you can take.

## Message #1 Connection

Hi [insert first name],

I am looking to expand my network of [position] in [industry] professionals, would you be open to connecting?

[your name]

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Hi [insert first name],

I'm looking to connect with more people in the [niche] space and happened to find your profile, I was really impressed by some of your work. Would you like to have a call sometime to talk about [subject]? I am also in the same [niche] space.

[your name]

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Hi [insert first name],

Although we've never met, your profile came up when I was looking for [insert job] at [insert company]. I'm really impressed with your background and would very much like to learn more about your business.

[your name]

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Hi [insert first name],

I admire what you're doing in your space. I'd love to connect and find ways we can bring value to one another. Enjoy the rest of the day. Lets talk soon

[your name]

## Message #1 Connection Local

Hi [insert first name],

I currently live in the [city] area and am keen on connecting with other local people from [niche]. Would love to share experiences and have you in my network!

[your name]

## Message #1 Collaboration

Hi [insert first name],

Would love to connect and have a quick chat if that would work for you? Since we're both in the same industry I thought there might be a chance we could collaborate in some way.

Hope to hear from you soon.

[your name]

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Hi [insert first name],

I wanted to reach out as we had noticed a few posts you had made on LinkedIn and were really interested in finding out more about you and what you do. To cut to the chase we would be interested to know if you would be keen to become an ambassador for our brand? In return we are offering [insert offer]. If this is something that would be of interest just ping me a message back and I will send you my diary link so we can chat a bit further.

[your name]

## Message #1 Offering Value

Hi [insert first name],

We have noticed that you could be saving [x] amount on [y]. I have shot you a quick video explaining our findings.

If you are interested in finding out more, please hit the reply and I will send you a link to my diary.

[your name]

## Message #1 Competitive Data

Hi [insert first name],

I hope you're having a great day. We have noticed that your competitors are gaining revenue quicker than you because they are [insert]. If you would like to find out more might I suggest we make an appointment, and I can take you through our findings.

If you just reply to say interested, I will follow up and send you a link to my diary

[your name]

## Message #1 Ask a Question

Hi [insert first name],

I am conducting some research and I was wondering, [Insert question]. I would really appreciate a response as I am just trying to figure out where other people are on this topic right now.

[your name]

## Message #1 The Pitch

Hi [insert first name],

I am reaching out as I have just launched a new service to help clients with [insert customer pain point]. If this is of interest let me know and I will be happy to give you some more information.

[your name]

# The Follow Up

## Message #1 Follow Up

Hi [insert first name],

It is a pleasure to connect.

Would you be open to chat for a few minutes in the near future to see how we can work together?

[your name]

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Its great connecting [insert first name]. I wanted to say Hi and see if you had seen my last messages. I have noticed a few ways we might be able to help each other out and was wondering if you would be open to a chat?

[your name]

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Hey [insert first name],

I just wanted to follow up. I sent a few messages and wanted to make sure they didn't fall through the cracks. I defiantly think there could be some synergy between us, but I understand if you're not open to connecting due to busy schedule.

Would still love to connect for a few minutes when you have time.

[your name]

## Message #1 Flattering

Hi [insert first name],

It was great to read some of your glowing recommendations. Would love to connect!

[your name]

## Message #1 Competitive Data

Hi [insert first name],

I hope you're having a great day. We have noticed that your competitors are gaining revenue quicker than you because they are [insert]. If you would like to find out more might I suggest we make an appointment and I can take you through our findings. If you just reply to say interested, I will follow up and send you a link to my diary.

[your name]



# How strong is your marketing

## Take our test:

Strong Leads are the life blood of any business, they are the oil that keeps the machine moving. Without them there are no sales, no money and no work. No future raving fans. Don't ignore one of your business's most important growth levers. Focused cultivation and organizing your leads will level up your client conversions.

Take this easy and quick assessment that will help you clearly see the strengths and the opportunities in your sales and marketing—and how you stack up against other businesses!

Take the test >



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