

# BUSINESS FREEDOM 365

Month Eight, Week Four:  
Increasing Revenue

Topic

Setting Buying Criteria and  
Compelling Offers

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**What we're doing this week is a very strategic piece called setting the buying criteria, and we're going to follow that by talking about what it means to make a compelling offer.**

### ***Recap***

So Far:

1. Create your Overall Target Market
2. Identify your Ideal Target Markets
3. Psychological Evaluation of Ideal Target Markets
4. Create an Engagement Pitch
5. Develop Inceptive Stories
  - » Credibility
  - » Authority
  - » Virality
  - » Reciprocity

Next:

6. Set Buying Criteria
  7. Make a Compelling Offer
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### ***A Note on Selling***

Most people have resistance about selling

- Especially selling themselves or their own product or service

So what if your inceptive campaigns are so good that they just lead people to want to buy?

- THAT'S THE GOAL
  - The goal is that your campaign is so effective that people just naturally arrive at the conclusion that they want to buy, which will make the whole selling process easier!
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## Buying Criteria:

*Advice that you're giving a prospect about how best to buy your product or service.*

- NOT a shallow, self-serving list of reasons they should buy from you
- It needs to sound like, look like, and be genuine advice
- What if you had a relative that you really cared about, and they needed to buy what you sell, but they couldn't buy from you. What would you give them as a checklist to make sure they're buying properly?
- When delivered properly, a buying criteria list can absolutely filter out your competitors
  - » People aren't so concerned with price; they're more concerned with doing business with you
- When you are giving advice through the lens of credibility and authority, it is good advice
- You don't have to give the list all at once right at the end
  - » You can pepper the list throughout your presentation or campaign
- Don't try to filter out competition with one point
- Looks transparent
  - » Use all ten (or however many you choose) points to filter out competition
  - » You may also notice when making your list, that there are things on it that aren't true YET
- Things that *will* set you apart, that you need to do

**EVERYTHING on this list should be real, empirical, and measurable.**



### **Example Buying Criteria Script: Wedding Photography**

*Wedding Photographer (after Inceptive Story lead-in, having built credibility and authority):* "Would it be okay if I took a moment and taught you how to make sure you get the very best photographs from your wedding, irrespective of whether you hired me to do it. Could I give you that advice right now?"

*Bride:* "Absolutely!"

*Wedding Photographer (Buying Criteria 1):* "First thing is that when you book a photographer, make sure they use one of these five approved cameras. These are wedding photography cameras and if you're dealing with a photographer who doesn't have one of those cameras, they're probably not a real wedding photographer. These cameras have double memory ports in them. Memory cards don't fail very often, but you and I both know that *if* one was going to fail, it would fail at someone's wedding! So I highly recommend you get a photographer who uses one of these cameras."

*Bride:* "That's great advice! I never would have known that!"



*Wedding Photographer (Buying Criteria 2):* "Here's the other thing: I suggest that you get a photographer who has been in business for over three years. I'm all for supporting startups, but I'll tell you what, I'm not interested in somebody getting their experience on *my* wedding. I want them to get it right. And the trouble with wedding photography is that there is a season for it, so even if someone has a year of experience, they *don't*, they really have a few months because they can only shoot for a few months. By the time someone has done three years of weddings, they are a seasoned wedding photographer. So make sure that's the case."

*Bride:* "That's a really good point. Thank you!"

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## Compelling Offer

There are three components to making a compelling offer:

1. Make it as simple as possible
  - Easy to transact
  - Let them pay the way they want, payment plans, etc.
  - Remove all barriers to purchasing (ex., Amazon's one-click purchasing)
2. Make sure that through the course of your marketing, you've created price juxtaposition
  - You've demonstrated that the value proposition that you're making exceeds what it costs for them to join the program
    - » Value you give them massively exceeds the investment you are asking them to make
3. Risk reversal
  - Make it easy for someone to buy your product and feel safe
  - Give people case studies and testimonials
  - Offer a money-back guarantee

# Homework

## Part 1

Create a buying criteria list (10 things).

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## Part 2

Figure out some strategies for doing risk reversals for the products and services that you offer.

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## Bonus Homework

Take all the homework from the last month and stitch it together into a single document that forms the structure of your first full incentive campaign. Next month, we're going to start discussing how to take this campaign and deploy it into the real world!

