

## Sales Funnel Offer Stack Creation

What products could you bundle to provide more customer value than the competition and **charge higher prices**?

What could you quickly combine in products and services so that **sets you apart from commodity sales**?

Having a **high customer value offer to your niche** will drive more customer to your business.

1. Fill out the offer potential products in the Written, Spoken Word, Physical Product and Miscellaneous sections.

Page 2 has more potential product choices.

2. Pick the best components for your Core Product, Add On Product and Bonus items.

Written Products

Spoken Word Products

Core Product:
Add On Product:
Bonus #1:
Bonus #2:
Bonus #3:
Bonus #4:
Bonus #5:

Physical Products

Miscellaneous Products

### Example Products

#### Written Products

PDF instructions, Checklist, Top 10 Mistakes document, How-to guide, Implementation methods, Quick Start Results Guide, Whitepaper, eBook, templates, reports, Article link, Resources List link, Frequently Asked Questions link.

#### Spoken Word Products

YouTube video, Online course, Best Podcasts list, Audiobook, Workshop

#### Physical Products

Books, Assessment Report, Industry Report, Market Research Report, DVD, CD, printed manual

Complimentary products to support the core product. E.g. Consumables of the core product.

#### Miscellaneous Products

Quiz for product selection and use. Customer segment profile creator. Marketing assessment to find gaps in the strategy. Online tools. Facebook Group.

# Potential Products for your Offer Stack

## Written Products

Ghost-writers can help with written content based on your outline. \$500+

Private Label Rights (PLR) – Buy the rights to use another person's digital content. *Google* PRL <your niche>

Articles from \$5. eBooks from \$10. Audiobook from \$10. Email scripts by industry sector from \$20. Videos from \$10. Reports from \$5. Sales scripts from \$20.

<https://www.theplrstore.com> <https://www.buyqualityplr.com> Buy PLR products individually.

There are several PLR membership sites. E.g. <https://www.idplr.com> 12,000 products \$150 US lifetime access.

Public Domain Books (<1923) – Copyright is expired. <https://www.gutenberg.org/> 59,000 free eBooks. Re-task the content for your niche and charge more. E.g. specialist industry content, study courses, workbooks, training, mastermind groups.

Licencing - <https://www.clickbank.com/> Affiliate Marketplace. Look for low ranking but good content. Ask for the licence cost to put in your offer.

## Spoken Word Products

Audiobooks have a higher cost. Packaged in a different way and more convenient.

Home study course

Interview with expert

Outline a public domain book as a video. Teach the concepts. You can use PowerPoint and Camtasia screen recording which shows the slides with your narration. The resulting video can go with your offer.

Make a best list on YouTube videos on your topic. Make a title, description (story) and link list.

Events

Webinars

## Physical Products

Books, journals, LED light, USB cable, earphones, card holder, smartphone cleaning cloth, makeup brush, t-shirt ...

Global eCommerce products <https://www.aliexpress.com/> <https://www.alibaba.com/>

## Miscellaneous Products

Phone consultation, Skype conversation, Facebook group interaction

**Consider what the buyer objections are and respond with an irresistible offer.**