



The Liquidation Offer Template

Step 1: The Opening

- Welcome your new subscriber.
- Frame as training or tutorial.
- Make a bold promise about what they're going to learn.
- Use third party data or social proof.
- Confirm who this training is for.

Primary Triggers:

- Anticipation
- Desire
- Third Party Data
- Social Proof



Step 2: The Opportunity

- Engage the imagination and paint a mental picture with an opening question or statement. (Or a series of them.)
- Make them salivate with desire by focusing on the third column from your *Liquidation Offer Worksheet*.
- Reaffirm the big promise, while removing perceived hassles, pain or challenges.

Primary Triggers:

- Desire
- Results



Step 3: The Journey

- Address their skepticism head on by validating it and relating to them.
- Let them know you were once thought the same way they did.
- Share your process for discovery using a “feel, felt, found” statement.
- Overcome skepticism by documenting or demonstrating results.
- Bring them from the past to the present of your journey.

Primary Triggers:

- Trust
- Relatability
- Belief



Step 4: The Revelation

- Talk about the discovery and share, or better yet, actually demonstrate the results.
- Validate the primary mechanism or result behind your solution. (As any ____ will tell you, the secret to _____ is _____.)
- Really turn on the desire with some of the benefits from the third column of your *Liquidation Offer Worksheet*.
- Allude to the uniqueness of your product or service by differentiating it from other products, services or methods.
- Give the BIG REVEAL.

Primary Triggers:

- Results
- Uniqueness
- Desire
- Authority



Step 5: The Payoff

- This is where you fulfill the promise of teaching them something valuable.
- Use “education based selling” to make them a more educated and informed prospect.
- Consider using the “Problem-Agitate-Solution” formula for each point.
- Explain the “reason why” it works and/or use an example or case study.
- Address the reasons people wouldn’t buy listed on your *Liquidation Offer Worksheet*.
- Keep it simple and don’t bog them down with details. They should be thinking, “This is easy, I can do this!”
- Transfer results and ownership to your prospect in your language.

Primary Triggers:

- Results
- Uniqueness
- Desire



- Belief
- Simplicity
- Reason Why
- Anticipation
- Proof
- Trust
- Authority
- Interesting
- Specificity



Step 6: The Offer

- Transition ideas from "The Payoff" to "The Offer":
- "Now that you know what to do, now I'm going to show you exactly how you can do it."
- "What I've just gone through is an overview of the exact system I used to _____, and now that you know what to do, I'm going to show you exactly how to do it."
- Name the system you created and specifically, who and what it's designed for.
- Describe each component of your product/service and add benefits from the third column of your *Liquidation Offer Worksheet* using "so you can" statements.
- Address or readdress the objections from your worksheet by sharing how your product eliminates or overcomes the problem, fear or objection.
- Give the 3-5 primary benefits or results of using your system to really create desire.
- Provide total value of everything, then share the retail price.



Primary Triggers:

- Desire
- Belief
- Newness
- Uniqueness
- Simplicity
- Specificity
- Anticipation



Step 7: The Close

- Reveal the limited time/quantity discounted price.
- Give a call to action with deadline.
- Remove the risk with a strong guarantee.
- Give reminder of the deadline and final call to action.
- Optional: tell a story, share a case study, run through a couple of testimonials or FAQs to keep buy button up a bit longer.

Primary Triggers:

- Urgency
- Scarcity
- Bargain
- Desire
- Inclusion
- Trust
- Logic
- Anticipation