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The Irresistible Offer How To 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. The Irresistible Offer: How to Sell Your Product or ... The most effective irresistible offers are the ones that leverage multiple pricing or value strategies. This is often called creating an "offer stack". A simplified version of an irresistible offer is a good deal stacked on top of another good deal. Here are a few of those strategies and methods: Bundling; Value-Adds; Attention-Grabbing Risk Reversal How to Create an Irresistible Offer (That Motivates Buyers) The Irresistible Offer presents a clear, concise formula for selling a product, service, or yourself. It's worth the read, but would benefit from more concrete examples, as well as tools for developing your own touchstone and high ROI offer - perhaps in the form of a companion workbook or similar. flag 1 like · Like · see review The Irresistible Offer: How to Sell Your Product or ... Buy {THE IRRESISTIBLE OFFER: HOW TO SELL YOUR PRODUCT OR SERVICE IN 3 SECONDS OR LESS - GREENLIGHT } BY JOYNER, MARK (AUTHOR) AUG - 01 - 2005[HARDCOVER] by Joyner, Mark (ISBN:) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders. {THE IRRESISTIBLE OFFER: HOW TO SELL YOUR PRODUCT OR ... The Irresistible Offer by Mark Joyner is, by far, the easiest and most

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