

CHEAT SHEET FOLLOW-ALONG GUIDE to: **"The Powerful Offers Formula – Nitro Style"** **On-Demand-Training**

LOCATION: www.PowerfulOffers.com/webcast

Please print this cheat sheet so you can follow along.

On this training we cover our Powerful Offers Formula that has brought us \$100's of 1000's in sales over the years and allows us to be top affiliates for numerous affiliate programs.

And we don't just talk about it -- we show you all of these Hypnotic techniques in action with real life case studies - websites, sales letters, the works.

You will want to print this page so you can easily compare the original cheat sheet to this completed one side-by-side

Follow along and be sure to compare these answers with what you filled in on the blank cheat sheet previously. Doing this will help you to firmly ingrain these powerful ideas and strategies deep into your mind.

First, What is a Powerful Offer?

The 3 critical parts of a Powerful Offer are:

1. _____.
2. _____.
3. _____.

NITRO CASE STUDY

We show you one of our own campaigns that's loaded with Hypnotic techniques (and resulted in \$40,145 in sales).

Go to this page and follow along
www.bigseminar2.com

Key Points:

- Make an **offer** they can't refuse.
- Keep them reading by **teasing** them with what you will talk about further in the letter.
- Have a **call to action** that is **clearly defined**.
- How to easily come up with valuable bonuses and incentives?

First, make the bonuses of **real value**

interview people who are **experts**

Search for books in the **public domain** (explain what the public domain is)

Can search at:
Project Gutenberg <http://promo.net/pg/>
and <http://creativecommons.org/>

Use ebooks already available, such as Spiritual Marketing. Or products you already have.

Do a free **tele-seminar** .

Offer **consulting** or **critiques** (phone or email)

Offer tangible products, make sure the commissions/income you earn is more than the cost of delivering these bonuses.

Only a few people will claim them.

This is *almost* too good to be true...

Would you like:

- **the Powerful Offers ebook mentioned today** immediately emailed to you.
- along with all of the advertised bonuses that normally comes with **Powerful Offers**
- including the magical and profitable 10% Discount Sequence.
- **at one ridiculously low price?**

Go to www.PowerfulOffers.com **RIGHT NOW** to start making more sales today.

[Click Here Right Now!](#)

www.PowerfulOffers.com

Matt Gill & Kevin Wilke's 'Powerful Offers™' book is written for people who want an easy to understand, simple, but effective, blueprint for making offers that sell. Most copywriting books are full of a bunch of unneeded fluff, out-dated theory, and just plain ol' BS... we however, have been able to condense the essence of 'the offer' into a short, simple, step-by-step system you can duplicate time and time again.

Not only does it teach you **how to make killer offers**, but it also teaches you **how to differentiate yourself** from your competition to **sell even more** - every time. **We use this formula all the time** when we create email promotions, and the time it takes me to do it is minimal because I have a system I use the same way every time.

Here's what Donna Fisher, co-author of Power Networking!, has this to say about it:

"I have never seen anyone write with such impact. He has an extraordinary way of capturing people's attention through the written word. Joe's writing generates results, whether it's a mailer that sells, a brochure that promotes or an article that inspires...Joe knows writing AND he knows marketing."

Try out Powerful Offers™ now, risk-free. If you are not satisfied, just let us know within 60 days and we will issue a no-hassle refund. Although it is highly unlikely that you would be anything less than **thrilled** with Powerful Offers, the full purchase price will be refunded promptly.

I dare you to use our patented Powerful Offers™ Formula in your business, and **create more profits forever**. Take this challenge [now](#).

[Click Here Right Now!](#)