

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

**LOCATION:** [www.PowerfulOffers.com/webcast](http://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.

**Follow along and be sure to fill in the blanks.**

**You will want this page printed off BEFORE you begin listening to the training. You'll also want to have this page opened up during the webcast** - So you can easily access each case study link during the training.

## **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](http://www.bigseminar2.com)

## Key Points:

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

First, make the bonuses of \_\_\_\_\_

\_\_\_\_\_ people who are \_\_\_\_\_

Search for books in \_\_\_\_\_

### **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 \_\_\_\_\_ .

Offer \_\_\_\_\_ or \_\_\_\_\_ (phone or email)

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

Only a \_\_\_\_\_ will \_\_\_\_\_ 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](http://www.PowerfulOffers.com) RIGHT NOW to start making more sales today.

**[Click Here Right Now!](#)**

**[www.PowerfulOffers.com](http://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!](#)**