

Lesson 5:

The Product People Buy:

From Idea to Irresistible Offer

The product people buy

From Idea to Offer: Monetising an Account

The Perfect Offer: Solve Problems

Pain points

Goals

Results

Offer Components

Results

Time

Effort

Probability

Product Options

Consultations

Guides

Mentorship



Product Funnel

From Freebies to Luxury

Free **Product**

(Freebie)

Trust Through Value

Low-Cost Product

(Tripwire)

First Purchase

=

Trust



Mid-Tier Product

Main Profit

The background is a deep space scene with a dark blue and purple color palette. It features several glowing, ethereal galaxies or nebulae in the upper and lower portions. Scattered throughout are numerous small, bright white stars. Four large, dark, oval-shaped objects, resembling planets or moons, are positioned around the central text, each with a subtle gradient and a thin white outline.

Luxury Product

Exclusive for the Select

Find Your Product

Personality



Audience Needs

Neural Networks for Ideas

Market Analysis and Creativity



Your Success Begins

Create Your Offer and Take Action

Next:

Content Production

Quality Without Stress