



**Direct Offer:**  
Give me A in exchange for B



**Premium Offer:**  
Give me A and I'll give you B  
and I'll give you C  
as a bonus



**Risk-Free Offer:**  
Give me A and I'll give you B,  
and if you don't like it, I'll  
refund you



**THE OFFER:**  
I'll give you B, but I don't need to pay now. Try it for 30 days, and then after 30 days, if you decide to keep it, do nothing and I will bill A dollars. But if you don't like the B let me know and I won't bill you and you can keep B anyway. And BTW, as appreciation for buying B, I'll give you a few bonuses for free and that's regardless if you like B or not

Have you heard how people say that a great product CAN'T be sold with a bad offer, and a worthless product can fly out off the shelf with a great offer?

What is an irresistible offer?  
This is a structured agreement offering a service/product which value *SIGNIFICANTLY* exceeds the service/product price, and a consumer has a *FULL GUARANTEE* to get a refund in case of a mind change.



**Risk-Free Premium Offer:**  
Give me A and I'll give you B  
plus I'll give you C, and if you  
don't like it, I'll refund you,  
and you can still keep C  
anyway



**Delayed-Billing With Risk-Free Offer:**  
I'll give you B, but you don't need to pay now. Try it for 30 days, and then after 30 days if you decide to keep it, do nothing and I will bill A dollars. But if you don't like the B let me know and I won't bill you and you can keep B anyway



**Delayed-Billing Offer:**  
I'll give you B, but you don't need to pay now. Try it for 30 days, and then after 30 days, if you decide to keep it, do nothing and I will bill A dollars



**Risk-Free Premium With Double Bonus Offer:**  
Give me A and I'll give you B plus I'll give you C, and if you don't like it, I'll refund you, and you can still keep B & C anyway