

# Irresistible Product Creation



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## **The Irresistible Product or Service – Fact or Myth?**

Is it possible for a product or service to be so irresistible that customers cannot walk away from it? I guess, in the real world, it depends on who those customers are. As you probably know, every customer is different.

There are those customers that are considered 'hard sales' and those that are considered 'easy sales.' A hard sales customer is hard to convince, as the title indicates, while an easy sale customer is very easy to convince. So, what exactly does this have to do with the irresistibility of a product or service?

Well, no matter how great your product or service is, it may not be 'irresistible' to a hard sale customer. They may buy it – but they could just as easily walk away from it. For them, there simply is no such thing as an 'irresistible' product or service.

On the other hand, it may also depend on how much they need the product or service. Obviously, if they require an oxygen mask to breath, they are going to purchase the oxygen mask – their need makes that oxygen mask irresistible. But what would make them choose one brand of oxygen mask over another? That's where irresistibility comes back into play. How is your product better than someone else's? We already know that this particular customer cannot live without the oxygen mask (literally), but why should he choose your product over another?

As you can see, there is no real answer to the question as to whether there really is such a thing as an irresistible product or service. It all depends on the customer, their view of things, and how badly they need the product or service in question, and how that product or service compares to similar products and services that would fill their needs just as easily.

Despite this, however, there are numerous things that you can do to bring your product or service closer to the irresistible factor. The closer your product comes to that 'irresistible' line, the easier it is to sell, even to the hardest nosed customer.

There are a few ways to do this, but there are four areas to actually look at that can make a product or service irresistible. These areas include the product or service itself, the marketing for that product or service, the packaging of that product or service (if it applies), and the service that is offered after the sale. These things combined can determine whether or not a product or service becomes irresistible.

But then, you must also look back at the customer, and take their dreams, needs, problems, and so much more into account. Your product may be irresistible to

one customer, because it does cater to those dreams or problems, while it may not cater to another customer's dreams or problems closely enough. You can have the most outstanding product in the world, but if you haven't considered the customer enough, it won't be irresistible.

So, from this view, there may be no such thing as a product or service that is irresistible to all customers. After all, I don't need an oxygen mask, and therefore, an oxygen mask wouldn't be irresistible to me, no matter how outstanding it may be.

You could say, in this instance, that the idea of creating an irresistible product or service is a myth. What is not a myth, however, is the potential to create the most outstanding product or service possible, for the market that the product or service is intended for. That, my friend, is a fact. It is possible, and you can do it, if you are taking the right things into consideration.

There has been a great deal of research online concerning sales letters or pages. Many marketers have spent loads of time and money on this research, and there have been some interesting findings. Some of those findings were easily explained while others were not.

For example, can you explain why the ugliest, plainest sales letter in the world performs better than a sales letter that goes all out with all of the bells and whistles? I'm not saying that this happens every time, or even most of the time – but it does happen.

I think I can explain it. I think this happens because of the product or service that is being offered. That product or service is somehow irresistible to the market that it was designed for. It meets the needs or desires of the customer. It was priced right. The sales letter may have been downright ugly, but the product was packaged just right. There are so many factors that can come into play that its almost overwhelming.

Hopefully, this report won't make the task of creating an irresistible product or service quite so daunting. It's just a question of asking the right questions, and coming up with the right answers, for the market that you are playing in.

Remember that it goes beyond the product itself, to include the customer, the packaging, and the service. By using a combination of the information below, you will be able to turn your product or service into something that truly is irresistible to your market – and turn what could essentially be a myth into a proven fact.

## **What Are Your Customer's Needs and Dreams?**

This is an important question, and hopefully, it was a question that you answered before you actually created your product. If you didn't, however, once you answer the question, you will see ways that your product or service needs to change.

Few people in this world spend their hard earned cash for the joy of spending it. We work hard for that money, and because we do work hard for it, we tend to try to hold on to it – despite the fact that it isn't redeemable once we pass on, wherever we are going from that point.

With that said, why should anyone spend money on your product or service – seriously? Answer these questions:

1. Does your product or service fill a genuine need for your market? Is it a product that they cannot live without? This doesn't mean 'does it make life easier?' It means 'is it essential to their lives?' Think of the oxygen mask. That's essential to people who require it to sustain life. Is your product an oxygen mask for your market?
2. If your product or service is not an oxygen mask for your particular market, can it become one?
3. If your product or service cannot become an oxygen mask for your market, is it something that improves their lives – even though they could actually survive without it?
4. If the answer to number 3 is yes, how does the product or service improve your customer's lives? Does it solve a problem or fulfill a dream? If so, how? Can it possibly do a better job of solving that problem or fulfilling that dream?
5. Are there other products or services on the market that can do the same thing for your customers? How are those products or services catering to your customer's needs or dreams?

The answers to these questions are important. You see, if your product is not necessarily life sustaining, your customers need another reason to spend their hard earned cash on it. Therefore, it must do one of two things: it must meet a need (oxygen mask to sustain life) or it must fulfill a dream (an oxygen mask simply used to breathe better air).

In both cases, you are selling the exact same oxygen mask – but you are selling it to two different audiences. One audience needs the oxygen mask. The other audience doesn't need it – they just have a desire for it.

People spend their money on their needs first, and then they spend their money on their desires. Needs are fairly cut and dried, while desires cover a great deal of ground. Let's take a closer look at desires. Desires may cover dreams, wishes, passions, or anything resembling these things.

I may want to lose weight. It may make me healthier. I will look better and feel better. But if I'm just a few pounds overweight, losing the weight does not mean the difference between living and dying. In this instance, I don't need to lose weight. Instead, I have a desire to lose weight.

There are many products that I could choose to aid me in weight loss. I don't need any of them. I could actually lose weight by eating healthy and exercising more, and keep my hard earned cash in my pocket. But dieting is hard. If there is a product out there that truly helps me in my effort to lose weight without feeling those hunger pangs, I will buy it.

Desires may also cover making ones life easier. If I want to cook mashed potatoes for dinner, I have options. I can buy potatoes, peel them, cut them up, and cook them, eventually turning them into mashed potatoes.

I could also opt to purchase a box of Hungary Jack Instant Potatoes – which are just as good – and skip the peeling and cutting up of potatoes which is a task that most people do not enjoy, and a task which takes up time that I may not have. This particular brand of instant potatoes serves to make my life easier, while giving me the same thing that I would have had I not taken the easier road, in less time.

Does your product do that? If it isn't essential to life, does it at least make life easier, while giving consumers the same quality that they would have even if your product didn't exist? If it doesn't fill a life sustaining role, does it at least fulfill a dream or desire? Does it make my life easier somehow? Does it improve the quality of my life, even though I could live without it?

How much does it improve the quality of my life? That is the next question. Those instant potatoes are easy to cook, and save me a great deal of time, but is the cost of the instant potatoes more than I'm willing to spend, when I can spend three times less money and put in a bit more effort to have the same mashed potatoes in the end?

Take a look at your product. Really look at it, and consider your customers needs and their dreams. This is the first step to making your product or service simply irresistible.

## Appealing to the Senses

We live our lives by our senses. We react to everything based on what we hear, see, smell, feel, and taste. When you create a product or service, you absolutely must consider the five senses. The same is true when we write sales copy. The five senses often determine whether that sale is made or not.

Think for just a moment about your favorite fast food restaurant. Don't even pretend that you don't have a favorite fast food restaurant. In this rush and hurry world we now live in, everyone has a favorite, and most fast food restaurants have television commercials.

So, think of your favorite, and think of their commercial. It's on your television, but when that commercial comes on, you can smell the food. You can even taste it. You know what it's going to feel like in your mouth, and in your stomach. You hear it being described.

With the use of an electronic box and radio waves, the advertiser has just captured your five senses – hearing, seeing, smelling, feeling, and tasting - and you are about to go spend money on something that you could just as easily live without. The particular food that you are now craving may not even taste nearly as good as you are imagining it will – but it doesn't matter, because the advertiser has done their job...they made a sale.

Of course, our senses go beyond the five sensors. We also have mental senses, such as the difference between right and wrong. For instance, the food didn't live up to the advertising, or perhaps the service wasn't that grand. Now, the fast food service must adhere to your sense of right and wrong. You complain to the manager, the manager apologizes and refunds your money, offers you a freebie, and you are on your way, with an improved experience, despite the fact that something went wrong.

You are still a frequent customer of that fast food restaurant because all of your senses have been catered to, over and over again, even when you aren't there. You not only spend money in that restaurant, but you will even spend money to go there. You love the food so much that it doesn't even matter that it isn't healthy.

It's simply irresistible.

Even when the food wasn't irresistible, and you had to complain, the service was good enough that it brought you back again and again, and you probably even gave that particular food another chance at some point.

This is what you want your product or service to be. You want to draw your customers in with your advertising, appealing to their senses. Then, you want to provide the best product or service that you can create, and serve it up with the best possible customer service that you can muster.

Now, think for just a moment about 'higher class' restaurants. Which one is your favorite? Envision it. It may or may not have a commercial on television – many local restaurants of this caliber don't. But because it is 'higher class' you've probably heard of it, and if you could afford to – or when you can afford to – you go there to eat.

You arrive and wait to be seated. You order your meal and your wine, and wait to be served. Because the restaurant is popular and ritzy, things take longer, but you wait, contentedly. The food finally arrives, and it is mediocre at best. There isn't much on the plate at all, but you pay the expensive bill, and leave – happy.

You would have enjoyed the food at the fast food joint more, in terms of taste. There would have been more of it, it would have been cheaper, and you would have gotten it faster. So, why will you again opt to visit that ritzy restaurant with the high prices and the light plates in the future?

Maybe it is because of the status that one receives from eating there. Maybe it is because of the ambiance. In this case, the packaging was what made the sale, so to speak. We will discuss irresistible packaging in just a bit, but for now, just note how it appealed to your senses, and got you to part with your cash.

As you can see, even products or services that aren't that grand can become irresistible, depending on how you appeal to your customer's senses. So, when it comes to your product or service, your advertising, and your customer service, how do you stack up in terms of appealing to the sense of your customers?

What can you change about your product or service, the advertising, or the service that will greater appeal to your customers senses? The more you cater to those senses, the more successful – the more irresistible – your product or service becomes.

So, what you've learned so far is that first, you create the best product or service that you know how to create. Next, you improve that product or service by considering the needs and desires of your market, and ensuring that the product or service is filling those needs and/or desires. Following this, you improve it even further by ensuring that you are bringing the five senses into play – within the product or service, in the marketing, and in the service that follows the sale.

Next, let's dive deeper into irresistible packaging.



## Packaging Irresistibility

As mentioned earlier, packaging makes a big difference in irresistibility. Most of us don't want to believe that we fall for the packaging, but we do, even though we seldom realize it.

Think about it for just a second. If you are looking at two products, side by side, that fulfill the same need or desire, with all other factors being equal – such as size, amount, color, price, etc – which product will you choose?

The chances are extremely good that you will choose the product that has the most attractive packaging. It simply appeals to your senses, and that is what you will be leaving the store with – again, with all other factors being equal.

In our online world, we actually have unlimited possibilities when it comes to packaging. In this world, what one can do with a good photo editor or graphics program determines how good the packaging is, because everything else is pretty much standard.

If you have a PDF ebook, you can dress it up a bit, using fonts and colors – but that is on the inside of the package, which isn't typically seen before a purchase is made. When the customer downloads the PDF, they are going to have a little PDF icon, which looks just like the PDF icon for any other PDF product that they have purchased. It's hard to stand out in that particular crowd, because we are limited by technology in that way.

But then, there is that side of technology, where it meets creativity, great software, and the ability to use that software effectively. With that, we can create outstanding packaging for our products and services.

Packaging, like anything else, must appeal to the senses. When your customer looks at your packaging, what do they see, hear, taste, smell, or feel? What is it about your packaging that sets you apart from your competitors, in a way that will make your product or service irresistible?

Why is simple, yet attractive packaging is just as appealing as busy packages? Is it that these two different packaging techniques appeal to two different types of customers? The chances are good that it is the colors that are used in the packaging that make it appealing, despite the actual design used.

You see, researchers have been studying the effect that different colors have on people for decades now. If you don't believe that colors have an effect on sales, you are dead wrong...and you may lose sales because of it. Different colors have different effects on customers, and there is no hard and fast rule that says you

must use one or two specific colors when you are packaging a product. If that was the case, all packaging would be the same color.

Instead, you must use colors that bring out the emotion that you want to bring out in your potential customers. Why did you choose the product in the blue box over the product in the red box? It was probably because the product maker wanted you to feel a sense of calmness or reliability concerning their product, instead of wanting to make you feel excitement.

As for the basic colors, here are the emotions and thoughts that they tend to evoke in most people:

**Red:** Excitement, danger, passion, blood, sex, stop

**Blue:** Calmness, Quietness, Serenity, Reliability, Power, Truth

**Black:** Elegance, Sophistication, Power, Rebellion

**White:** Cleanness, Purity

**Green:** Freshness, Healthy, Nature, Money, Go

**Purple:** Wealth, Royalty, Intelligence

**Yellow:** Warmth, Sunshine, Brightness, Joy

**Orange:** Energy, Hope, Courage, Spirit

While you should use the colors in your packaging that evoke the emotions and thoughts that you want with your customers, research has proven that the green and blue tend to do better with consumers.

If you sell a digital product, the worst thing that you can do is have no packaging at all. Yes, when they download the PDF ebook, they will have the PDF icon, and not the ebook cover that you worked so hard on. That doesn't matter. The purpose of the packaging is to make your product even more irresistible, and you can do that with the use of graphics, and the right colors.

Corporations spend millions of dollars on packaging, because they have spent millions of dollars on market research in relation to their packaging, in an effort to make their products and services irresistible. You don't have to spend that kind of money. All you have to do is pay attention to what they are doing to make their products and services irresistible, and use the practices that they spent millions of dollars discovering.

## **Adding Value for Irresistibility**

Like most people, I have a hard time passing on a good price or a good value. I may not need a vat of butter, but if the butter is priced well, and I do the math and find that I am saving a tub full of money by purchasing the vat of butter, instead of smaller containers as needed, I may find myself looking for space in my refrigerator for that vat of butter.

If the value is exceptional, I may even be considering the purchase and installation of a walk in cooler for my home, in an effort to make that vat of butter fit. Everyone loves value, and most people find it hard to resist – especially if the value is applied to something that they regularly need or use...such as butter.

You must make your product or service more valuable than it already is. It goes beyond the price of the product. It goes beyond the pretty packaging. It goes beyond the five senses.

Let's go back to that fast food restaurant. Do I want the sandwich with a drink, or the combo meal that includes the sandwich, the drink, fries, and a cookie? The combo meal actually costs less, and I'm getting more food for my money. I'll have that combo meal. What's that? I can super-size for just thirty-nine cents more, and get a large drink and a large order of fries?

Let's see, if I purchased all of this separately, including the larger drink and fries, it would cost me three extra bucks. What a deal this super-sized combo meal is...I'll take it. I can't possibly eat all of that food, but I'll take it, because I'm saving money. It's an excellent value.

Common sense could come into play. I could see, from a value standpoint that I wouldn't ever eat that much food and all I really want is a sandwich and drink. If I put even more thought into it, I would realize that I could go through the drive-thru, get the sandwich, and then drive across the street and purchase a drink, at a much cheaper price.

I won't do that, however, for one a couple of very specific reasons. First, the fast food joint has appealed to my value senses, along with all of my other senses, and then, they made things quite convenient for me on top of it.

It's easier to order the combo, and then on my merry way, instead of ordering the sandwich, driving across the street, getting out of the car, locking the car, going into the store, standing in line, buying the drink, returning to the car, unlocking the car, and finding that my sandwich has grown cold in the process.

The convenience that was offered overrode my sense of monetary value. The convenience even added value. Are you starting to see how all of these things come together to make that combo meal irresistible?

First, they appealed to my senses with their advertising. Next, they appealed to me on a convenience level, then on a value level, in relation to what I was paying, and what I was getting in return. They of course appealed to my need/desire factor as well – I was hungry after all, and I needed something to eat.

The packaging even works, even though there is little that is fancy about it. In most cases, they've probably used colors that appeal to my senses, and of course colors that I would associate with that particular restaurant – all stamped on plain white bags and wrapping.

Do you want to make your product or service irresistible? Create a combo meal, super-size it, wrap it in the right appealing packaging, and then offer it at a great price. Make it convenient, and then make sure the combo meal is, in fact, a combo meal, and not just random things brought together.

For instance, at a fast food restaurant, the burger and fries just go well together, you need something to wash it down with (the drink), and you will want a desert on top of it (the cookie). A combo meal that included a burger with a side of turnip greens, with chocolate torte for desert just doesn't 'go together' well. It's random, and we don't want 'random.'

These days, online consumers are simply overrun with bonuses. Don't get me wrong, bonuses work, and they do have their place. Today, most online consumers expect them, and look for them. But they have also, in one sense, become immune to them.

Because everyone offers bonuses, they have become a part of the product, and consumers no longer really see them as 'added value.' What this means for you is that your bonuses have to be better than your competitors. You have to offer bigger, better bonuses, and those bonuses have to have value of their own – and on top of that, they have to be a good combination for the main product or service that you are selling.

It's a tall order, and it isn't always easy to fill, but if you want your product or service to be irresistible, you must fill that order. You must offer what your competitors are offering, and then offer more, in an effort to make your product or service much more valuable than their product or service, all while appealing to your potential customers needs/desires, and senses.

## Standing Behind Your Product

Often, even when we aren't fully convinced that we want or need a product, the guarantee will convince us to give it a try. In this case, it isn't necessarily the product or service that is irresistible, it is the guarantee that is offered that is irresistible. This almost goes hand-in-hand with not being able to pass up a bargain (the vat of butter).

Again, I may not need that vat of butter, but the value was great. If there is a guarantee that comes with that vat of butter, I may take two, and seriously start calling contractors about that walk in cooler for my home. If the guarantee extends beyond what I paid, I may take three vats of butter.

Offering a guarantee is one thing, making that guarantee irresistible is something altogether different. Here is the anatomy of an irresistible guarantee:

1. The guarantee must be 'unconditional.' This means that it doesn't matter why the customer wants their money back, it will be refunded.
2. The guarantee must be 'no questions asked.' This means that you aren't going to grill and question the customer. If the guarantee is unconditional, as far as the customer is concerned, you don't need to ask them any questions that may make them feel uncomfortable about asking for their money back.
3. The guarantee must be extended. A thirty day guarantee is standard. A sixty day guarantee is nice. A ninety day guarantee could make the sale. A lifetime guarantee is exceptional, and irresistible. This means that if at any time, for the rest of my life, or the rest of your company's life, I become dissatisfied with my purchase, I can get my money back.

So, the lifetime guarantee is irresistible. But you can also impose time limits at the same time, and make your guarantee even more irresistible in the process. You can offer a 'double your money back' guarantee, with a time limit on it. This means that if I paid twenty bucks for your product or service, and I'm unhappy, you will not only refund my money, but you will give me an additional twenty bucks.

What this tells me, as a consumer, is that you really stand behind your product. This means that you honestly believe that the product is going to do everything for me that you claim it is going to, and for me, as a consumer, your product or service just became irresistible. I have nothing to lose, and I stand to gain –

either because the product or service is going to do what I want or need it to do, or because I will actually be twenty bucks richer if it doesn't.

Before you balk at the idea of a double your money back guarantee, stop and think about that for just a minute.

Yes, there are some real scumbags walking the earth. We are confronted with them all of the time. There are those customers who will take you up on that guarantee, and ask for it shortly after making their purchase. These particular customers purchased the product with the intent of 'earning' an extra twenty bucks.

Just give them their money back, pay the extra twenty bucks, and smile. You can rest in the knowledge that the vast majority of your customers will not request a refund. In fact, many won't even request a refund even if they don't like the product. This is because in spite of the fact that the guarantee may have pushed the sale, most people associate the word 'refund' with the word 'hassle.'

On top of this, in spite of the condition of humankind on planet earth these days, most people really are honest. Yes, you will be paying out double refunds to some people, but not to the majority, and this will more than makeup for the refunds that you are issuing.

There are also customers who are not scumbags, but will request the refund simply because they were not happy with the product. Even though you have a 'no questions asked, unconditional' guarantee, most of this small group will actually offer you the information that you need – why they are requesting the refund.

When this information is given, pay close attention. Can you make a change in the product? Is there anything that you can do to appease this customer? Don't just appease the customer – although you do want to do that – but also work toward resolving the problem that they had with your product or service. This is yet another way that you can reduce the number of refund requests that you have.

Don't be afraid of the refund guarantee. Even if you are selling a digital product that cannot be returned, offer that guarantee. You will be amazed at the positive difference it makes to your overall bottom line, in spite of the fact that the concept is to give money back, instead of keeping all that you take in.

If, for some odd reason, you find that the double refunds are actually making profits non-existent, it won't take long to realize this, and you can always change your policy on future sales. You must still, however, honor the guarantee that was in place at the time of past customers purchases.

## Surpassing Expectations

There are many ways that you can surpass your customer's expectations. When you surpass your customer's expectations, your product or service comes closer to being irresistible.

Surpassing expectations does not mean surprising your customer with added value, but it could include that...and if your product or service is one that would need your customer to make future purchases, surprising your customer with more than they expected is always a good idea.

But what we are discussing here is surpassing expectations before the sale, in an effort to make your product or service irresistible to your market. Here are some ways that you can surpass expectations, while adding value to your product or service:

1. Donate a portion of your profits to charity, and let your potential customers know that you are going to do this. Better yet, donate those proceeds to the charity of each individual customer's choice...something near and dear to their hearts.
2. Let them know that you are a real human being, and not a corporation. We are all busy, but you can set aside a little time each day to answer your emails – especially emails from customers. Yes, it is easier and more time efficient to divert that work to a customer service team – which is what your customers expect you to do. It goes above and beyond to address your customers concerns and questions in a personal email from you.
3. Set up a blog, which can be accessed before the sale is made. Make sure that you are participating on that blog. Give your potential customers a voice that is heard, and respond to them.
4. Hold a free teleseminar pertaining to your product. This is not only a wonderful sales tool, but it also gives potential customers more personalized information about your product or service, and makes them feel more secure about their purchase.
5. Let your potential customers have a hand in building your product or service. Form a focus group, consisting of potential customers, and let them tell you what they want and need, or how they would like to see your product evolve. Be sure that they have personal contact with you.
6. Talk to your potential customers. Ask them about their most memorable and positive consumer experience. Find out why it is so memorable, and



why it was so positive. Strive to make their experience with you memorable and positive. This is one way to surpass their expectations.

7. Offer a trial. This works especially well with products/services, such as memberships. You can let the customer try the product for a certain period of time, or on a limited basis (they may not have full access to the membership site, instead having access to only portions, but being able to see what there is for paid members). This surpasses expectations because in most cases, one must pay the price of entry before they are admitted.
8. Surpass expectations by catering to different income levels. Simply put, no matter how much someone may want or need your product, if they cannot afford it, they usually won't buy it. Can you 'divide' your product in a way where those who cannot afford the full price can still have access to certain portions of the product or service, at a lower price?
9. What about the ability to pay for the product or service over time? Most Internet Marketers do not have a 'lay-a-way' option, but this doesn't mean that it won't work. Allow customers to divide the cost of your product into payments, spread out over time, and once it is paid for, deliver it. Gaining and retaining a customer often means foregoing the 'fast buck' and getting comfortable with the 'slow money' which often amounts to more.

For the most part, what customers expect is a decent product or service that does what it promises. They expect to be able to quickly and easily make their purchase. They expect you to offer service after the sale, in the event that they have a problem.

That's it...that's all that they really expect.

The good news, for you, is that they expect so little, it really isn't hard to come up with innovative ways to surpass their expectations, before, during, and after the sale.

Once you've thought of your own ways to surpass your customer's expectations, go take a look at your competitors. Go through their sales process. What are they doing to surpass their customer's expectations? You need to be doing all of that and more if you want an irresistible product or service.

Surpassing your customer's expectations isn't hard. It doesn't have to be costly. Sometimes it does involve more of a monetary investment in the product or advertising. Often, all it entails is a greater investment of your time and attention, coupled with your desire to create a product or service that is simply irresistible.



## **The Monetary Value of Your Product or Service**

Remember the vat of butter? The price was right. I didn't need the vat of butter, even though I would have at least needed a small tub of butter. I could have paid three bucks for the smaller version, but instead, paid upwards of \$20 for the vat – even though I didn't need that much butter.

I loved the value, and the price was right. There is a difference between value and price. The price is what you are charging, and what your customer will pay. The value is how much the product is worth to you, and how much it is worth to your customer, in relation to the price that you are charging.

These days, value is added with the use of bonuses. If you want to be different, and create an irresistible product or service, make sure that value is added to the product or service, without the bonuses.

If you took away all of the bonuses and the after sales service, what would your product or service, standing alone, be worth? Don't think about what it is worth to you – think about what it is worth to your customer. Remember the golden rule here...an item is only really worth what someone else is willing to pay for it. So, without the bonuses, what would your average, ideal customer be willing to pay for your product or service?

If you don't know – and you probably don't – why don't you ask them? Asking them is easier than you think. It just requires speaking to them, and this can be done in numerous ways.

Visit a forum that relates to your topic. Become active in that community, and simply ask the question. State what you have or what you are considering developing, and simply ask what other members of the forum would be willing to pay for that. Don't do this in a way that looks like advertising. Do it in a way that actually contributes content of value to the community.

You could also run a small Google AdWords campaign, bring people to your site, and ask them in that way, what they would be willing to pay for this product or service. State the features that the product will have. Tell them what it will do, and what is expected from it. Go the extra mile and send the product to several of them and ask them to review it, and let you know how much they would be willing to pay for it.

If a product or service is only worth what the customers are willing to pay for it, it is vital that you know what that amount is, and the only way to achieve this is to ask them. That cannot be said enough. A product is almost always worth more to the creator of the product than it is to the consumers. This is because the product creator typically pours his heart, soul, and bank account into the creation of that

product. Unfortunately, what it is worth to the creator is usually nothing close to what it is worth to the consumer.

Now, let's get back to those bonuses. A bonus should be just that – a bonus. A bonus should not in anyway increase the price of a product or service. It is supposed to simply increase the value of the product, without raising the price. If it raises the price, it is no longer a bonus; it has become a part of the product or service that you are selling.

It is amazing how many Internet Marketers forget this little tidbit, and start jacking up the price of their products and services, based on the bonuses that are included.

If you are an employee at a corporation, you probably get a Christmas bonus. You are given that bonus because it is Christmas and you are an employee. The employer wants to show you how much they appreciate you. It isn't based on anything other than the fact that you are an employee, and it is Christmas. You didn't have to work x number of extra hours to get that bonus.

The bonus does not detract from the regular pay that you will receive throughout the rest of the year. If it did, it wouldn't be a 'bonus.' Instead, it would be a part of your paycheck.

Now, it is true that the amount of the bonus may be based on how long you've been with the company or how well you performed during the year, but in the end, it is still a bonus – something above what you should normally expect as an employee.

If you keep that mentality, your bonuses will remain bonuses, and will play no part in the cost of your product. They are intended only to raise the value of the product.

Just as an employees Christmas bonus may be higher, based on their yearly performance, you could include more bonuses based on how much money that the customer is willing to spend with you. However, if the customer is spending more money, this should mean that they are getting more product – not more bonuses, even though they actually are offered more bonuses, by buying the bigger, more expensive product.

What it comes down to is that if you want an irresistible product or service, the product must far exceed the price that you are asking for it, without counting the bonuses. If it doesn't, your customers won't see the value of the product at all. When you throw in the bonuses, without raising the price, they will see added value in the product, and won't be able to resist the temptation to purchase it.

## Service after the Sale

Remember the fast food restaurant manager that refunded your money, and made amends for the crappy food? That's service after the sale. The same level of service should have also occurred even if the food had been fabulous. That particular service after the sale, however, kept you returning for more, even though the food was crappy.

Service after the sale is part of creating an irresistible product. It is important that your customers know what kind of service they can expect before they make the purchase.

Let's take a look at some potential 'service after the sale' techniques that will help to make your product or service irresistible.

1. Just as you offered a teleseminar before the sale, offer one to customers after the sale. Schedule periodic teleseminars for customers who made purchases during a specific period of time. This teleseminar can be used to further instruct your customers on the use of the product or service, and to get feedback in an effort to improve the product or service for them.
2. You absolutely must have customer service. There are several options for customer service, but ideally, your customer will be able to make contact with your company any time of the night or day, on any given day of the week.

As a consumer yourself, think about how frustrated you get when you need service, but can't get it because it's the middle of the night, or a weekend...or worse, because it simply doesn't exist. Put several customer service options into play to cover all hours of all days, such as telephone support, live web based operators, and of course a customer support text based web system.

3. Follow up with customers. Send them feedback forms to fill out. Let them know that you really want to know how they are doing with the product or service, and what you can do to improve it.
4. Set up a blog for customers who have made a purchase. Let them discuss the product or service with you, and with each other.
5. Never, ever let communication from a customer go unanswered. If they are congratulating you on a well designed product, thank them. If they are complaining, address their concerns. Make sure that you answer – personally.

6. Collect birthday data when sales are made, but make it optional for the customer to share that information. Set up an automated system where the customer receives an email on their birthday, which directs them to a download that is associated with the product that you sold them. You will have a customer for life.
7. Collect phone numbers, but make it optional. If they provide a phone number, make it a point to call them – personally – and find out if the product or service is everything that they expected. Not only does this get you a customer for life, it also allows you to improve your product or service.

There are untold ways to create excellent service after the sale. Too often, however, we collect the money and forget all about those customers...until we have something else to sell. You cannot let that happen. Your customers want more than generic emails, sent from your autoresponder, which attempt to make cross sales and backend sales. While those are necessary for the life of your business, there must be more than this, and superior service after the sale is part of developing an irresistible product or service.

Hopefully, the information that has been given here will help you to develop more irresistible products and services. In most cases, if you follow the advice given, you will notice a dramatic positive change not only in the number of sales that you make, but also in the number of refunds that you give, and the number of repeat customers that you have.

As you work towards creating an irresistible product or service, document everything that you are doing. Depending on the product or service and the market for that product or service, some methods of creating an irresistible product or service will work, while others will fail. Make sure that you have a clear idea as to what does and does not work for your market. This makes it easier the next time around, when you create a new product or service.

I'll leave you now with a reminder of the four elements of an irresistible product or service:

1. A product or service that is as good as you can possibly make it.
2. A product or service that fills the needs and/or desires of your customers.
3. A product or service that appeals to the senses, along with advertising and packaging that appeal to the senses.
4. A product or service that is priced right.
5. A product or service that includes unsurpassed service after the sale.

If you are using all five of these in your creation of your product or service, you simply cannot lose.