

The 2 Day Irresistible Offer Challenge

STARTING SOON

Steve Olson

The 2 Day Irresistible Offer Challenge

Session 1

Steve Olson

Housekeeping rules

If you have a question:

ASK QUESTIONS

SEND COMMENT



ABOUT THE HOST

Steve Olson is the founder of the 360 Brand Academy . He has conducted over 10,000 private coaching calls to some of the nation's highest producing real estate agents.


Session 1: Understanding why you need an irresistible offer and what an Irresistible offer is


Session 2: Branding and Identifying your irresistible offer


Session 3: Building the offer (The webpage)


Session 4: Getting you unstuck

This won't be a sales pitch

 Dashboard home


 AMA Webinar Recordings

 Ask Me Anything Webinar Link



THE WEEKLY ACADEMY COURSES

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SESSION RECORDINGS

ASK ME ANYTHING
SESSION
RECORDINGS

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WEEK 1 - THE CONTENT
OVERVIEW

WEEK 1 - THE
CONTENT WHEEL

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WEEK 2- YOUR MULIT
STEP OFFER

WEEK 2 - YOUR
MULTI STEP OFFER

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\$1,595 One time payment

FINALLY RELEASE YOUR DEPENDENCY ON HIRING OTHER COMPANIES TO LEAD GENERATE FOR YOU

YOU SHOULD BOOK THIS CALL IF:

- You find yourself always looking for the latest and great lead source
- Your sales team isn't converting
- You want to take full control of your business growth
- You want to end your dependance on Zillow and other portals for inbound leads
- You want to build a business that is sustainable and scalable

TELL US A LITTLE ABOUT YOU AND YOUR BUSINESS

First Name

Last Name

Email

Your Phone #

What is your Annual Revenue?*

What areas are you needing to improve right

\$11,995 or 3 payments of \$4,500

daily@steveolson.co

Why do you need an irresistible
offer in your Real Estate
Business?

**A compelling offer will always
beat a convincing argument.**

**You'll avoid commission
negotiations**

**Clients don't negotiate
commission in absence of value...**

**...they negotiate it based on a
lack of differentiation**

**It is much easier to recruit to. It
doesn't make the entire business
focus on one human avatar**

**No one asked their Zillow rep
when selling their home how long
they worked for Zillow and what
their “track record” was.**

**What is a unique, irresistible offer
and what will it do for my
business?**

**An irresistible offer is an offering
that provides certainty around a
unique result**

**It removes all doubt for the client
for the solution they are seeking**

**The components of a successful
irresistible offer:**

1. Focused on the result, not the process

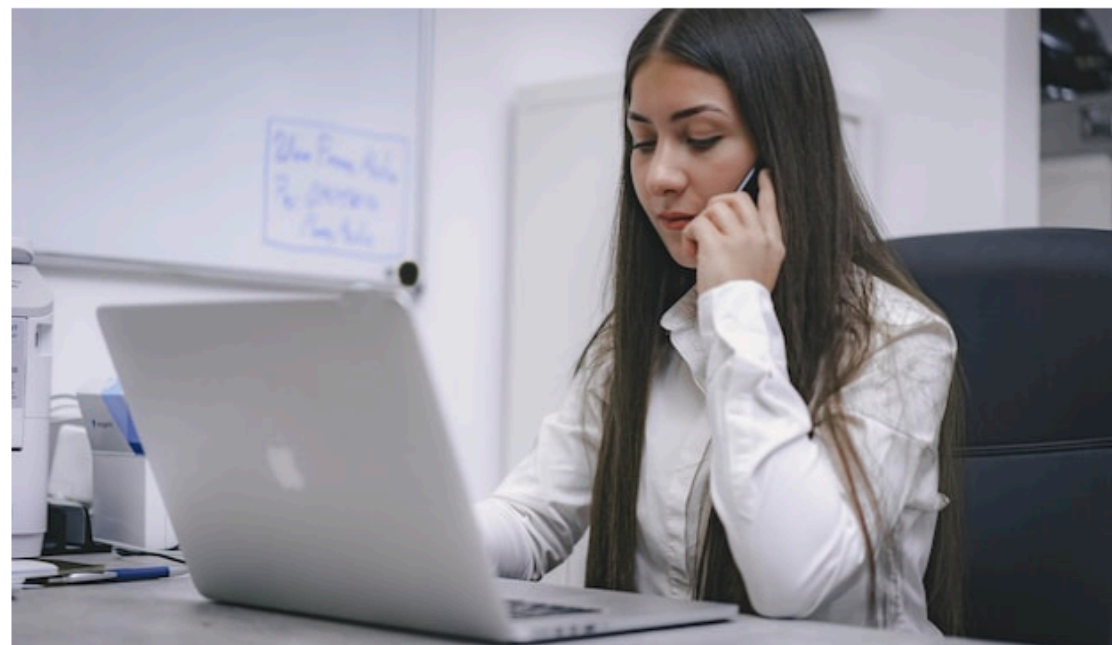
2. The value of the investment must be a multiple of the result

**3. You must be able to explain it
in 2 sentences or less**

**4. Dog whistle marketing must
apply**


**5. They have a “foot in the door”
component**

DOWNLOAD OUR POWERFUL RESOURCES TO HELP SCALE YOUR REAL ESTATE BUSINESS IN THIS NEW MARKET



Start **Converting** more inbound leads


THE INBOUND LEAD CONVERSION SCRIPT

 YES, Help me convert more!



The **Perfect Systems** for revenue scale


OUR 3 TOP TOOLS FOR BUSINESS SCALE

 Show we the Tools



Build **Leverage** the profitable way

THE SCALING REAL ESTATE FINANCIAL TEAM MODEL

 Show me the team model

**6. Utilizes a how much by when
approach**

How to pour gas on the offer for
maximum effectiveness

1. Add *scarcity* to it

2. Add community to it

3. Giving them more than one option will scale your conversion

Basic



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most important stories — curated by Times editors.

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+

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Fri.–Sun., weekday delivery or daily delivery.

Includes weekly Sunday magazine and monthly
T Magazine.

+

2 bonus subscriptions

Two complimentary All Access subscriptions to give to
anyone you'd like (a \$50/month value).

4. Add a viral component to it

SPORTS

Mattress Mack’s record \$75 million Astros payout will cost Caesars, Penn big this quarter

PUBLISHED MON, NOV 7 2022•12:03 PM EST | UPDATED MON, NOV 7 2022•8:12 PM EST

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SHARE

KEY POINTS

- Mattress Mack’s record-breaking \$75 million payout on a wager that the Houston Astros would win the World Series will cost Caesars and Penn Entertainment big.
- Jim “Mattress Mack” McIngvale placed \$10 million on his beloved Houston Astros to win this year’s World Series, across several wagers.
- Caesars and Penn are each on a path to profitability in their growing digital segments — and investors are adding immense pressure.

In this article

PENN

-0.73 (-2.19%)

+

CZR

-1.29 (-2.90%)

+

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Some examples of Irresistible Offers

[Sell](#)[Buy](#)[Sell & Buy](#)[Home Loans](#)[Offerpad](#)[Log In](#)[START REQUEST](#)

GET YOUR CASH OFFER

- ✓ Free, No Obligation
- ✓ No Showings
- ✓ Free Local Move

CURIOUS?
GET YOUR CASH
OFFER IN 24-HRS

[START](#)

WE CAN HELP YOU DO LITERALLY (ALMOST) EVERYTHING

Selling With HomeGo Is Fast And Convenient

Your home could take months or even years to sell—but not with HomeGo. HomeGo is the fastest, easiest, and most convenient way to sell your home.

- ✓ Skip costly repairs.
- ✓ Avoid endless showings.
- ✓ Don't pay commission fees.
- ✓ Get cash for your home
- ✓ Sell in as little as 7 days
- ✓ Move out whenever you want

Ready to get an offer on your home?

Fill out the form and we will be in touch to discuss your needs, walk you through the process, and schedule a quick walk-through of your property where you will receive an on-the-spot offer.

Fill out our form to get started.



GET STARTED



Buying & selling has never been so simple

Now, everything you need to successfully buy or sell your home is on one platform.

How can we help you?

Answer a few quick questions to see how we can help you.

I'm buying

I'm selling

I'm buying & selling

OUR PRODUCTS

Modern solutions for every scenario



Get a higher price for your home

Get Your Price



Changing the way America
sells homes



Over 1000 five-star Google
Reviews



A better way to sell
your home



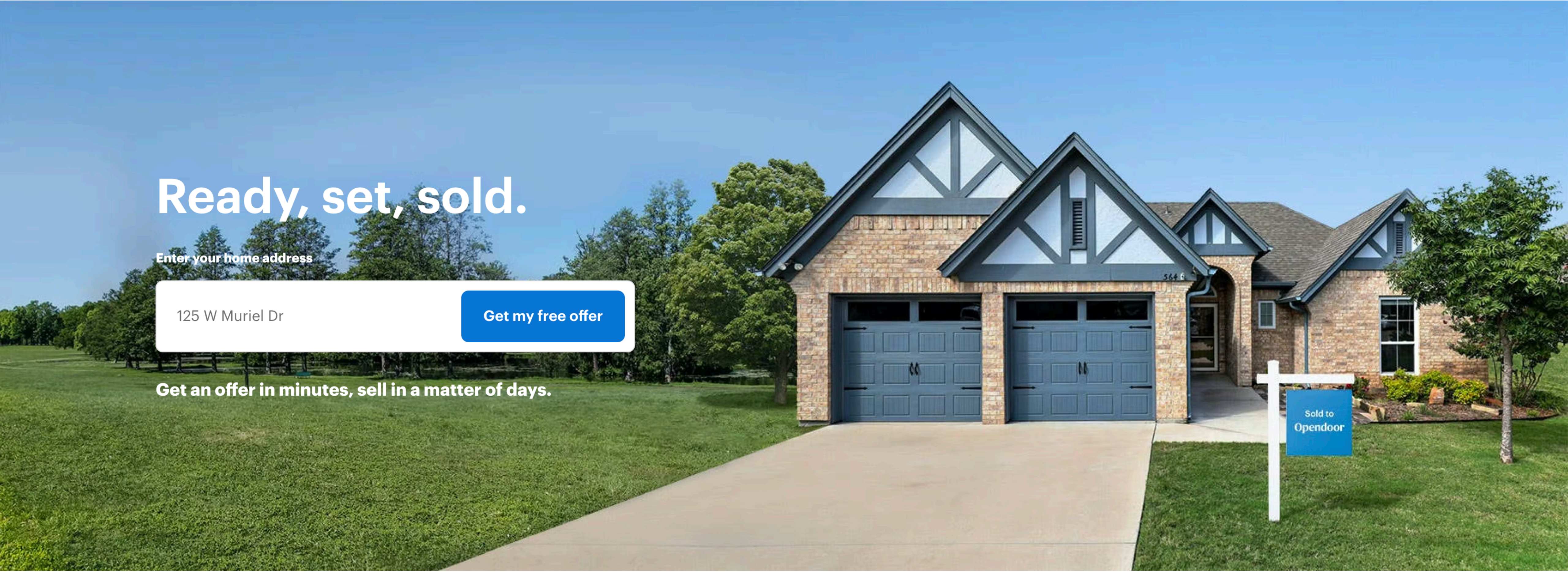
The future of
real estate



Takes the hassle out of selling
a home

The Benefits Of Selling With 72SOLD





Ready, set, sold.

Enter your home address

125 W Muriel Dr

Get my free offer

Get an offer in minutes, sell in a matter of days.

The New York Times

“Moving as simple as the click of a button”

Forbes

“Changing the way Americans buy and sell”

★REVIEWS.io

★★★★★
4.44/5

FORTUNE

“Fair offer price within minutes”

WSJ

“Take the hassle out of selling”



Sell your home.
Skip the hard parts.

Here's how we cut out the unnecessary steps to make selling your

Some BAD examples of what
agents think an offer is

**Communication | Experience |
Integrity**

My average is 98.619% and I am the top agent in San Diego north county coastal in single family homes... In 2014

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I am ranked higher...


Part time agents are bad...

Kind of like the practice of shaming renters.... Do agents really believe that this type of messaging moves the needle with clients?

4,051 Phoenix, AZ Real Estate Listings

Updated 79 minutes ago

NEW ON SITE TODAY



1 of 63

\$1,099,990


Meets & bounds | Phoenix

4 bd 3 ba 3,058 sqft

On Site: Today

ARMLS

NEW ON SITE TODAY



1 of 40

\$525,000


Central Parkway Condominium | Phoenix

2 bd 2 ba 1,933 sqft

On Site: Today

ARMLS

NEW ON SITE TODAY



1 of 36

\$460,000


Keresan Park Amended | Phoenix

2 bd 2 ba 1 1/2 ba 1,182 sqft

On Site: Today

ARMLS

NEW ON SITE TODAY



1 of 68

\$900,000


Mountainside Estates | Phoenix

4 bd 5 ba 4,123 sqft

On Site: Today

ARMLS

NEW ON SITE TODAY



1 of 3

\$1,200,000


Cavalier Campus 2 | Phoenix

4 bd 4 ba 2,665 sqft

On Site: Today

ARMLS

NEW ON SITE TODAY



1 of 52

\$409,900

Gardens Condominiums | Phoenix

2 bd 2 ba 1,558 sqft

On Site: Today

ARMLS

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**It is not that these aren't true or
have merit to them, it is just that
the consumer has no idea why
that matters to them**

It is hard for people to find value in
a person but easy to find value in
a process

**Doctor 1 says the surgery will be
1 hour and will have 3 days of
recovery with 100% odds of
success for \$2500**

**Doctor 2 says the surgery will be
1 hour and will have 2 days of
recovery with 100% odds of
success for \$3500**

What is the difference?

**The Doctors used what is called
a Dog Whistle**

**They both provide the same
result with slightly different paths
to get there...**

**Anyone who chose option 1 is
likely price conscious in making
decisions**

**Anyone who chose option 2 is
likely convenience or value
conscious in making decisions**

Both work just as well in getting clients.

**You might think that most people
would choose option 1 because
it is only 1 day longer for \$1000
less**

You would be wrong. A good portion of people will always chose the most expensive option with added value or convenience

**The easiest trap to fall into when
creating an irresistible offer**

**Try as hard as you can NOT to
discount**

**You are only attracting a small
part of your ideal client base with
when you discount.**

Q and A

Session 2: Branding and Identifying your irresistible offer

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