

The 2 Day Irresistible Offer Challenge Day 2 Session 1

STARTING SOON

Steve Olson

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Day 2 Session 1

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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

Enrolled



ASK ME ANYTHING
SESSION RECORDINGS

ASK ME ANYTHING
SESSION
RECORDINGS

Continue Study

0% COMPLETE

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WEEK 1 - THE CONTENT
OVERVIEW

WEEK 1 - THE
CONTENT WHEEL

Continue Study

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WEEK 2- YOUR MULIT
STEP OFFER

WEEK 2 - YOUR
MULTI STEP OFFER

Continue Study

0% COMPLETE

\$1,595 One time payment
or 3 payments of \$745

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

Session 1 Recap

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

**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**

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



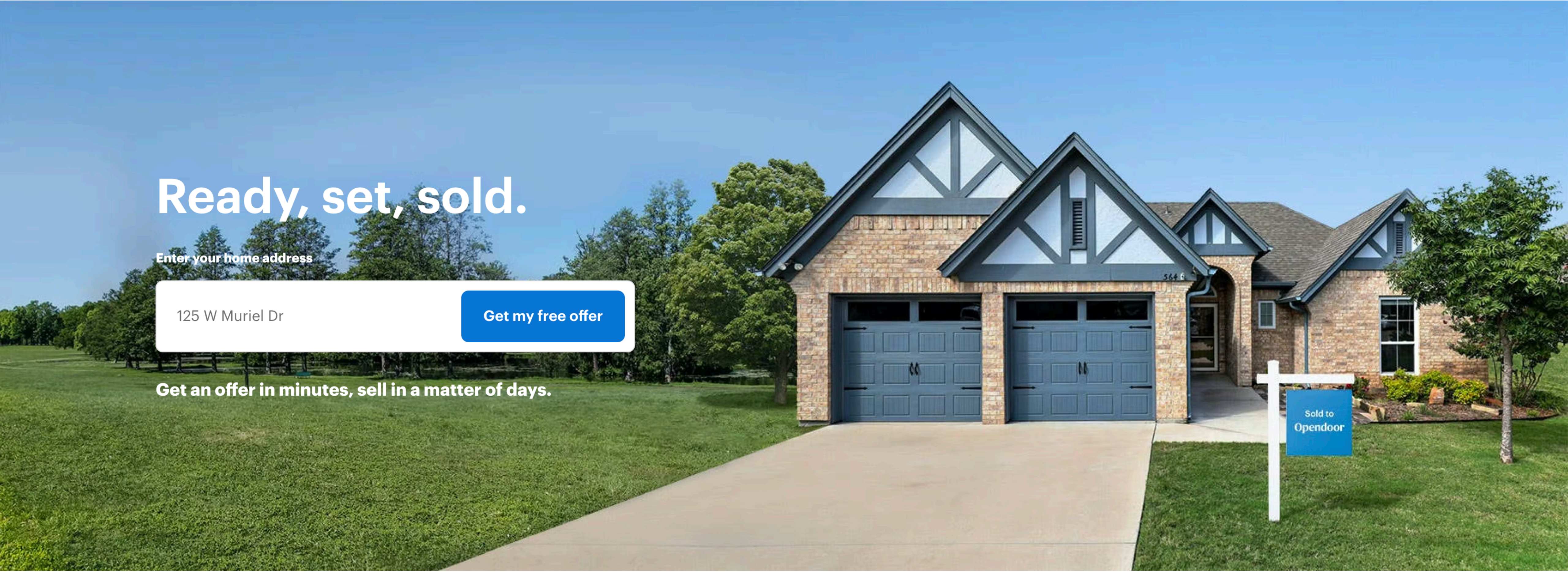
The future of
real estate



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

Let's Craft Your Offer

**First, we need to go all in on who
we can serve and why**

There are 4 parts to this

What are your non-negotiables?

**These are the things that no
matter what, you're not doing...**

What are my non-negotiables?

Who are your raving fans?

**These are the people that will
help spread your message and
business**

Who are my raving fans?

Who are your wrong fit clients?

These are the people who always want a discount. Don't want to be exclusive. Won't do it your way. They have expectations that are out of reach

Who are my wrong fit clients?

Who are your right fit clients?

**These are people that are a
perfect fit for your offer.**

Who are my right fit clients?

**Let's connect those four items
with the real estate process now**

**Why type of business do I want
to focus on?**

**IE: Listings, Investors, Flips,
Buyers, Property Management,
Rentals**

**Before you take the easy way
out....**

They are all just as easy and hard

**“I help people buy, sell, and
invest in real estate” is NOT what
we are after**



FAVORITES

TACOS
Doritos Locos Tacos
Supreme 99¢
Medium 89¢
Crunchy Taco
Supreme 99¢
Medium 89¢
Soft Taco
Supreme 99¢
Medium 89¢
Shredded Chicken Soft Taco 99¢
Grilled Steak Soft Taco 99¢
BURRITOS
Burrito Supreme 299¢
Beefy 5-Layer Burrito 499¢
Shredded Chicken Burrito 429¢
Bean Burrito 399¢
7-Layer Burrito 429¢

CRUNCHWRAP
Crunchwrap Supreme 599¢
CHALUPA
Chicken Supreme 399¢
QUESARITO
Steak 499¢
CHEESY GORDITA CRUNCH
399¢
NACHOS
Nachos BellGrande 799¢
Nachos Supreme 429¢

QUESADILLA
Chicken 399¢
Cheese 499¢
MEXICAN PIZZA
599¢
BOWL & SALAD
Chicken Power Menu Bowl 499¢
Fiesta Taco Salad 799¢
SNACKS
Loaded Grillers
Cheese Potato 349¢
Beefy Nacho 379¢
Chips & Dips
Nacho Cheese Sauce 299¢
Pasa de Salsa 99¢
Guacamole 299¢
Cheesy Fiesta Potatoes 299¢

PARTY PACKS
Taco Party Pack
10 Crunchy Tacos 99¢
Variety Taco Party Pack
10 Crunchy Tacos 99¢
10 Burritos 99¢
Taco & Burrito Party Pack
10 Crunchy Tacos 99¢
10 Soft Tacos 99¢
10 Bean Burritos 99¢

\$ CRAVINGS VALUE MENU
Bursty FRITOS Burrito 499¢
Cheesy Bean & Rice Burrito 499¢
Shredded Chicken Mini Quesadilla 299¢
Cheesy Roll Up 99¢
Spicy Tostitos 99¢
Spicy Potato Soft Taco 299¢
Triple Layer Nachos 399¢
Cinnamon Twists 199¢

COMBOS
All Combos include a large drink
1 3 Crunchy Tacos Supreme
Supreme 99¢
Medium 89¢
2 3 Soft Tacos Supreme
Supreme 99¢
Medium 89¢
3 Burrito Supreme
1 Crunchy Taco Supreme 99¢
2 Soft Tacos 99¢
4 Steak Quesarito
1 Crunchy Taco 99¢
2 Soft Tacos 99¢
5 Nachos BellGrande
1 Crunchy Taco Supreme 99¢
2 Soft Tacos 99¢
6 2 Chicken Chalupas Supreme
1 Crunchy Taco 99¢
2 Soft Tacos 99¢
7 Chicken Quesadilla
1 Crunchy Taco 99¢
2 Soft Tacos 99¢
8 Mexican Pizza
1 Crunchy Taco Supreme 99¢
2 Soft Tacos 99¢
9 Crunchwrap Supreme
1 Crunchy Taco 99¢
2 Soft Tacos 99¢
10 Cheesy Gordita Crunch
1 Crunchy Taco 99¢
2 Soft Tacos 99¢

DRINKS & SWEETS
Freezes
Cheesy Sundae 99¢
Milk Shake 99¢
Soft Ice Cream 99¢
Fountain Drinks
Soft 99¢
Medium 99¢
Large 99¢
Coffee
Soft 99¢
Medium 99¢
Large 99¢
Cinnamon Delights
1 Pack 99¢
2 Pack 99¢
Cinnamon Twists 99¢

TACO Party Pack
10 Crunchy Tacos 99¢
10 Soft Tacos 99¢
10 Bean Burritos 99¢

...after.

My Personal Example

Non-Negotiables:

No aimless open houses. No private showings. Everything must be handled by a showing agent.

Raving Fans:

The vendors I used for the listing process. Paint, Stager, Media, and lawn.

Every listing got the same treatment.

Wrong fit clients:

**People who don't need to sell.
Clients that did not want to price
right. Clients that did not want to
pay our fee. What can you do for
me now, and how fast can we get
this on the market clients.**

Right fit clients:

People who have to sell. People who are in Gilbert, AZ. Vacant properties. Tenant moving out properties. Single Family homes that are turnkey or we can make them turnkey. Highest sales price is key driving factor.

The offer we would create based
on this

Brand: Steve Olson Group

Offer: The 4 Day Listing Launch

**The 2 liner: The easiest way to
sell your home for more in under
a week**

**There are 3 components to this
irresistible offer.**

Convenience: (Easiest)

Price Conscious: (More)

Scarcity or by when: (Under a week)

The 2 liner: The **easiest** way to
sell your home for **more** in **under**
a week

What about a buyer driven one?

Why would we make a buyer driven offer if we want listings?

**You use these buyers to go
identify listings.**

**The 2 liner: Even in this market, we'll find
your home in the next 30 days or **Insert
guaranty**

**Fire us
We'll give you a full dinner at Mortons
We'll represent you for free
We'll rebate half of our commission towards
closings costs
We'll pay you \$2000**

How do you spread this like wild
fire in your day to day life?

#1 Wall Street Journal Bestseller

DONALD MILLER

New York Times Bestselling Author

BUILDING A STORY BRAND



Clarify Your Message
So Customers Will Listen

Use the 7 Elements of Great Storytelling to Grow Your Business

So what do you do for work?

**Average agent: Uh, I am just a
Realtor...**

OR...

**Do you know how in the last 6 months,
housing inventory and interest rates
have gone through the roof?**

**I run a real estate team that has a 4
day process to selling your home for
more money even in todays market
conditions.**

**It is ok to stop telling people you
are a REALTOR. Just rephrase it.**

Homework

- 1. Come up with your 2 liner**
- 2. Support that with 4 phases of success**
- 3. Gather your reviews**

Anyone who can email me their 2 liner, their 4 phase support process and a link to all their reviews, I will pick and build the landing page and deliver for you live on tomorrow's session.

daily@steveolson.co

Q and A

What is next?

**Session 3: Building the offer
(The webpage)**

The 2 Day Irresistible Offer Challenge

Session 3

Steve Olson