



# The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less

*Mark Joyner*

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## **The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less** Mark Joyner

Your customers are going to give you three seconds to make the sale. Do you know what to say in those three seconds?

The marketing methods of the past are losing effectiveness as consumers are getting smarter and smarter and have less and less time. What is needed is a new way of doing business—a method that is simultaneously socially responsible and far more effective than "old" marketing. This new way is The Irresistible Offer.

"The Irresistible Offer is the missing link in many marketing books."

--Joe Sugarman, Chairman, BluBlocker Corporation

"The Irresistible Offer reveals secret after proven secret guaranteed to pump fresh power into your sales process."

--John Du Cane, CEO, Dragon Door Publications, Inc.

"As the world's fastest reader (Guinness Book certified) I've read just about every business and marketing book in existence. The Irresistible Offer by Mark Joyner is, by far, the easiest and most powerful. If you want to make a profitable business (any business small or large), The Irresistible Offer should be your starting point."

--Howard Berg, "The World's Fastest Reader"

"I've read every book on marketing printed in the last 150 years. This is the first breakthrough in over fifty years."

--Dr. Joe Vitale, author of The Attractor Factor

"If I had to choose one modern marketing genius to learn from, it would be Mark Joyner. The Irresistible Offer belongs in the hands of everyone wanting to wildly succeed in business."

--Randy Gilbert, a.k.a. "Dr. Proactive" host of The Inside Success Show

## **The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less Details**

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# From Reader Review **The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less** for online ebook

## **Angela Randall says**

This book features in Marc & Angel's 40 modern non-fiction books everyone should read, which is a good list. I made the list in Goodreads here: [Marc & Angel 40 NonFiction](#).

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## **Marcus says**

In a perfect world I wouldn't have to read marketing books. I would create something useful, people would be drawn to it instinctively, they would offer me their equally useful creations and we would mutually thrive.

For the world we have, there is Mark Joyner.

*The Irresistible Offer* is a concise formula for effective marketing. It avoids moralizing and cross-promoting and lays out a guide for going from whatever you have now to a marketing approach that should help you attract good customers. It's available free online as a PDF (legally).

Edit: Just posted a full summary here: <http://marcusvorwaller.com/blog/archi...> if you'd like the quick(er) version.

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## **Silvio says**

I highly recommend this excellent marketing book.

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## **Stephany Minor says**

I talked to a very good friend of mine last week the highs and lows I experienced with my internet marketing business that I began. She suggested yes I do need to prepare myself seeing that I never had any marketing courses in college. Then she asked me what remain the 4 keys in marketing. I only conveyed to her one.

In order to make sure that I have a solid foundation and prepare myself, I had to do some researching - read some books and listen to CD's on selling/marketing. Even though I dreaded reading books on that issue I knew she targeted a bulls-eye! So I got my hands on some articles and five books dealing with selling and marketing.

One of the books that I fully enjoyed is *The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less* by Mark Joyner. It has a wealth of valuable information, information that I unknowing already implemented key tools in my marketing and landing pages for products. I utilize some of these "laws" because I had seen others implement them without knowing the core aspects that causes people to buy. Reading the book I comprehend to why people buy.

I found this book easy to read, extremely informative, giving me confidence that I can utilize what I have read about selling, people's objections and fears, giving what people what, etc. to succeed. Develop a win-win situation by giving The Irresistible Offer. I thought that I positioned myself as just below a "Champion" of selling, but learn I leveled at around 40.

If you are a professional salesperson or desire to be one and/or is involved in marketing YOU NEED THIS BOOK. I highly recommend it. Thank Mr. Joyner. I may be only at around 40, but with using your tools I achieve over a 100!

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### **Michael Mardel says**

The Irresistible offer by Joyner was disappointing as I was looking for guidance on selling my books. Here's what we're selling (books), how much (\$2.99), what's in it for you, why should I trust you. Selling on Amazon one needs to have a very tight Description for each book and the proof is in the sales. One can create a sense of urgency through KDP or saying 99c for a short period of time. A guarantee is inbuilt with Amazon, reviews are recommendations, Uniqueness when it's only from Amazon. About half way through Joyner talks about an Entry Point whereby one sets up a freebie in exchange for their address, and so on till a friend starts at the Entry Point. Then there's the high return on investment, the Touchstone and Believability. The examples like Dominos are easy to see but not for me.

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### **Teresa says**

Targeted, compact, direct marketing info that can be for business or for PERSONAL use.

The Big 4 Questions are applicable for EVERYTHING. Every customer wants to know:

- What are you trying to sell me?
- How much will it cost me?
- What's in it for me?
- Why should I believe you?

Your business MUST address/answer those questions in such a way to attract your customer.

Your business needs to have:

- High ROI - (if your product isn't offering value, go back to the drawing board and make a better product - that's the core of your biz)
- Touchstone (a slogan/identifier that STICKS with the customer - core brand identifier)
- Believability - customers must TRUST you; your "deal" can't be too good to be true - that will turn people OFF. you have to have integrity in your dealings with customers.

The book takes you through answering these questions and the ways to achieve the three key needs.

The key to success is spelled out in three words (and you've heard it before)

Relentless Focussed Action

bottom line is LOTS of people read the books and get the knowledge. FAR FEWER go out and persist until they attain success.

An excellent example of this is described by Joyner. He describes a meeting where he asked if the audience (about 700 people) knew of Napoleon Hill's Think and Grow Rich. Everyone stood up. He asked for those who had NOT read the book to sit down. About 90% remained standing (impressive). He said "if you don't believe that following the principles in his book can make you rich and successful beyond your wildest dreams, sit down." everyone remained standing. He said that " ok, so all of you believe that by following the principles in his book, will give you all the success and money you could ever want." He then asked " on page 38 (from whatever paperback version) there is a passage entitled the self confidence formula that Hill says you must recite aloud from memory to yourself at least once a day if you want to have success with this book. You guys all believe his book will make you successful, so surely one of you can come up here on stage and recite the formula from the book from memory, if you don't think you can, please sit down." EVERYONE SAT DOWN IN SILENCE... wow. everyone believes it will make you successful, but no one is taking the action to make it happen.

apply the learnings - take action. THAT is the gem in the book. Whether it's this book or any other that you're reading. Learning all these formulas for success - simplicity, offering your product at an optimal price point, capturing positive viral word of mouth, etc. will do nothing unless you try them out.. and keep going...

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### **Monica Willyard says**

This book has a great title, and it actually lives up to its name. This is a must-read for anyone who is marketing or selling a product or service. It has practical ideas you can use today, and the concepts you'll learn will help you keep sales coming in for years into the future. This is one book that's just as good in audio as in print. You'll be so glad you took the time to read this one. I am, and I know I'll continue to reread this book in the future to gain even more insights.

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### **Anne says**

Would have been a 4-star book, but lost a star due to poor copyediting. Great ideas contained within. A little dated, but still widely applicable.

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### **Jeffrey says**

Mark Joyner, whether teaching you how to market via word of mouth, how to improve your personal performance via simpleology courses, or just giving you general insight into life, is successful for one reason: honesty. His honesty and integrity allows him to see that which others who try to manipulate and control miss. And isn't that the secret to success? How many people ever desire to come back to a business, company, even person or individual who is phony? One who attempts to draw you in with deception and then does the bait and switch. Warren Buffett--he of multi-billions, the great investor--said that a major factor in choosing companies to invest in is based on whether or not you like the company enough (read people) to work there. Well, Mark Joyner is one of those people many enjoy working with. Because of his honest, straight forward approach.

The Irresistible Offer is certainly that: honest. Even though it has its flaws--excessive examples, repetition, and at times, opaque theory--it is a book that truly displays the genius and great insight of its author. And you've got to believe (all you The Secret people) that if you seek the truth, the truth will seek you. Herein lies Joyner's gift.

I once read a sales letter of Joyner's that hit to the core, issues I had been having in acquiring all-things-marketing to get my business going. He mentioned how marketers are charging hundreds of dollars for a "box full of 'secrets' that is nothing more than some low-quality audio recordings and poorly edited transcripts?" And how important it is that "A transformation of spirit without a direction and a clear plan might bring you happiness for a while, but if that happiness is not reinforced by real change in the real world, it is always short lived"? Personally, I have chosen to avoid many schemes, internet marketers, and plans or bonus-encrusted list blasts because "quality and value is more important to" me, as Joyner states.

The book certainly has its more general philosophies, but it also gets into enough specifics on Word of Mouth and how to use it in your business to give the reader his money's worth . . . and then some. Great ROI, wouldn't you say Mark? Get it. It's worth every penny.

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### **Mario Tomic says**

One of the best books on marketing, I highly recommend it even if you're not a marketer because the ideas presented here can be applied in many different areas of life. Author really nails down the foundations of what every marketer need to focus on when it come to creating a good offer, even more he gives you the exact formula that you can apply immediately. The book is written in such a way that it was very captivating for, so much that I went through the entire thing in one go. If you have a copy of it, start reading it right now! You won't regret it.

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### **Seth Reilly says**

The Irresistible Offer presents a clear, concise formula for selling a product, service, or yourself. It's worth the read, but would benefit from more concrete examples, as well as tools for developing your own touchstone and high ROI offer - perhaps in the form of a companion workbook or similar.

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### **Christopher Alarcon says**

Worth read. I think after reading several marketing books you begin to notice how important it is to put your offer from a "WIFM" perspective. In other words, your offer answers your customer's concerns, such as what they gain out of your product/service, and why they should trust you.

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### **Nura Yusof says**

One of the best and different marketing books I've read. And to think I got this ebook for free from the Simpleology site!

Succinct, to the point, very easy to understand. He doesn't waste time using complex marketing terminologies (which most books tend to overuse in poor attempt of appearing intellectual). Definitely not yawn-inducing.

While most of what he advised in his book would seem like common sense, I think there is no harm in stating the obvious because sometimes, we completely forget about common sense. I know I do and I blame it all on the years of training in school and at work acquiring 'specialized' knowledge that only serves to impress, manipulate, confuse and more often than not, do not really make sense.

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### **Mark says**

Bailed on this one because of the “LinkedIn bro-etry” writing style. Probably some good ideas in there, I couldn't be bothered to dig them out.

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### **Chris Doelle says**

This book has good information. None of it is game-changing, but all is useful.

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