

# IRRESISTIBLE OFFERS *blueprint*



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An irresistible offer is an offer **that is so irresistible, that people absolutely HAVE to have it.**

I've launched over 25 different digital courses over the years and **every single offer has fallen into the category of being irresistible**, meaning it generated massive amount of sales and has been profitable.

I'm going share with you my framework for how I'm able to create an irresistible offer so that **you can duplicate it & create offers your audience is clamoring for.**

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Hi, I'm Michelle Cunningham, and over the last five years I've helped over 40,000 students win big inside my digital courses.

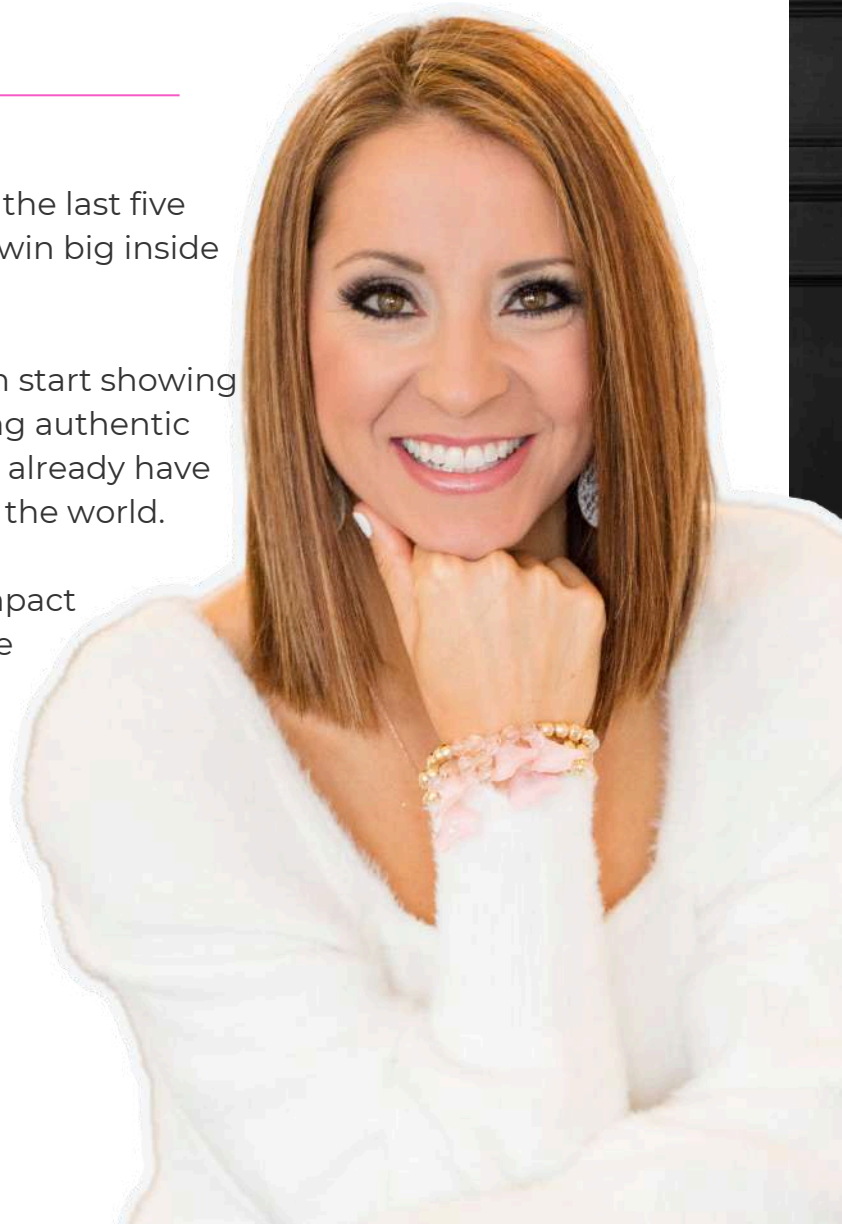
My passion is showing you how you can start showing up online and change lives, just by being authentic and serving up helpful information you already have in your brain and using it to do good in the world.

So if you're serious about making an impact in other people's lives and changing the world, then you're totally in the right place.

So let's dive in!

XOXO

*Michelle Cunningham*



## STEP ONE

### UNDERSTAND YOUR AUDIENCE

We have to know who our audience is, and we have to know what it is that they want. So, you have to be able to answer the question, "Who do you help and what do you help them with?"

## STEP TWO

### LET'S RESEARCH THE DEMAND.

For example, if you are a Keto Health Coach, let's go and dive in to see what type of demand exists for this type of topic.

Two places to check thoroughly are Youtube and Amazon for books written on your topic.

**YOUTUBE**

The image shows a screenshot of the YouTube homepage. A red arrow points to the search bar, which contains the word "keto". Below the search bar, there are several video thumbnails. The first row shows a video titled "KETO DIET WHAT IS IT?" with a green checkmark next to it. The second row shows a video titled "DOC TRIES KETO" with a green checkmark next to it. The third row shows a video titled "KETO DIET SIDE EFFECTS" with a green checkmark next to it. The fourth row shows a video titled "What The Keto Diet Actually Does To Your Body | The Human Body" with a green checkmark next to it. The left sidebar shows the YouTube navigation menu with options like Home, Shorts, Subscriptions, and a list of subscriptions including Little Baby Bum, Dave and Ava, Brian Cunningham, ECKOSOLDIER, and Michelle Cunningham.

From health sources

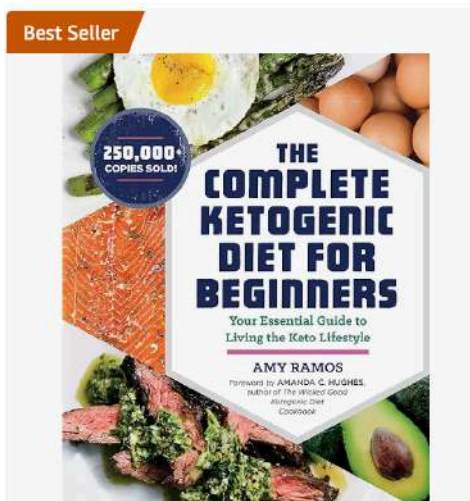
- KETO DIET WHAT IS IT?** 10:29  
A Beginner's Guide to the Keto Diet  
Healthline  
388K views · 1 year ago
- DOC TRIES KETO** 9:01  
Doctor Mike Tries KETO for 30 DAYS  
Doctor Mike  
6.4M views · 5 years ago
- Keto diet and Radio**  
Mayo Clinic  
293K views · 5 years ago
- KETO DIET SIDE EFFECTS** 3:41  
SCIENCE INSIDER
- What The Keto Diet Actually Does To Your Body | The Human Body**  
2.1M views · 5 years ago  
Insider Science



## STEP THREE

### LET'S RESEARCH THE DEMAND.

And when we check on Amazon we also see TONS of reviews, which means HIGH DEMAND.



Sponsored ⓘ

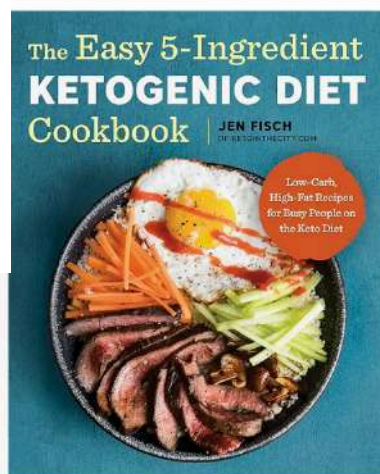
The Complete Ketogenic Diet for Beginners: Your Essential Guide to Living the Keto Lifestyle

by Amanda C. Hughes and Amy Ramos

★★★★★ ✓ 31,852

Paperback

\$6<sup>30</sup> List: \$11.99



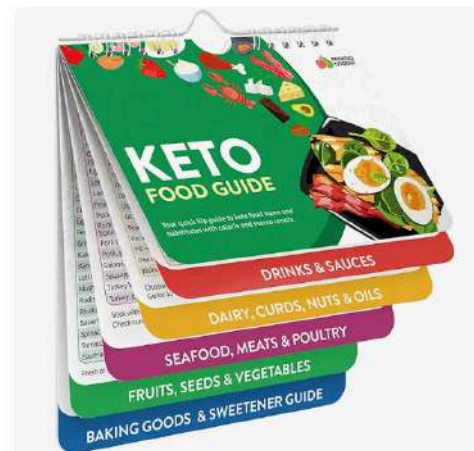
The Easy 5-Ingredient Ketogenic Diet Cookbook: Low-Carb, High-Fat Recipes for Busy People on the Keto Diet

by Jen Fisch

★★★★★ ✓ 16,792

Paperback

\$8<sup>32</sup> List: \$16.99



Keto Cheat Sheets Magnets Booklet - Keto Gifts For Women - Keto Diet Beginners Guide - Keto Food Book Magnetic Chart - Weight Loss Low...

★★★★★ ✓ 20,165  
1K+ bought in past month

\$13<sup>87</sup> List: \$17.87

✓prime Overnight



## STEP FOUR

### LISTEN TO YOUR AUDIENCE

The more you show up for your audience, the more they will speak to you to let you know what they would like to learn from you.

But, that cannot happen if you are not regularly showing up on a similar topic over and over.

So, know who you speak to and show up regularly for that audience.



## STEP FIVE

### CREATE YOUR IRRESISTIBLE OFFER

Inside the Course Creator Blueprint, I will be sharing exactly how to create the offer, so dive into that training for the exact steps.

## STEP SIX

### YOUR HEADLINE MATTERS

Your headline the THE MOST important part of your sales page. It's so imperative that it calls out the person you want to sell your product to.

Here's an example from my course [FiveMinuteVideos.com](https://www.fiveminutevideos.com)

Social Media Content Boggling You Down? Learn to Craft Compelling Videos in Minutes!

**5MINUTE**  
video creator

**TIRED OF MAKING VIDEOS THAT TAKE FOREVER TO FILM, EDIT & POST?**

**Become a Master at  
Making Vertical Videos In  
Less Than Five Minutes**

This incredible training shows how to create short-form vertical videos in 5 minutes or less  
WITHOUT wasting your time, buying expensive equipment OR using complicated software.

## STEP SEVEN

### USE COMPELLING COPY

One of the BIG reasons that people purchase from you is that they understand what you are selling and more importantly, they feel like YOU understand their problem.

So, in your copy (the words on your sales page), you want to make it clear that you understand their problem, that you have faced a similar problem and felt the same way, and that you have overcome that problem and fixed it.

You should always use words like:

Have you ever felt...

Have you ever wished...

Have you had the feeling...

Did it feel like...

Here's the truth...

And use LOTS of stories!

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So you know you need to be making videos to reach your audience on social media, but does the very thought of making another video and wasting MORE TIME stop you in your tracks?

Has making videos felt completely overwhelming to you or possibly scary?

Have you ever wished there was a simpler way to make videos and post them quickly?

If so, I'm glad YOU are here because I have something for you.

**Here's the truth:**

Video can be COMPLICATED and time-consuming.

It can also be very frustrating if you don't have the right game plan and roadmap to follow.

FELT  
WISHED  
TRUTH



## STEP EIGHT

### TELL THE STORY OF HOW YOU ARRIVED HERE

Ever heard the saying, 'FACTS TELL and STORIES SELL?' It's true.

Tell stories and you will have a irresistible offer that people understand and remember.



So, I set out on a mission to shorten up my process so I can quickly and easily make short videos and sell more of my stuff.

I like to be as efficient as possible, creating videos and content in minutes, not hours.

Because after all...I am running a BIG business, while managing a house, being a Mom and running the kids to school each day and having dinner on the table most nights.

So, I did lots of testing and perfecting, I finally CRACKED THE CODE.

With my new formula, anytime I want to make a video, I am able to easily pick a topic, film the video, add some trending music, pull my caption in, add my story in, add some hashtags and post.

And do this in LESS than 5 minutes.

## STEP EIGHT CONTINUED...

TELL THE STORY OF HOW YOU ARRIVED HERE



# 🦄 Even Short Videos 🦄 Can Be Time Consuming

Hi, I'm Michelle Cunningham, a content and course creator who's been making videos for over 10 years now.

And those videos have generated over \$10,000,000 in revenue for my course creation business.





## STEP NINE YOU ARE A HERO

Now that they understand that YOU understand their problem and YOU have a solution to the problem, we need to get you a cape because you are A HERO.

And as the HERO, you can save them with your solution.

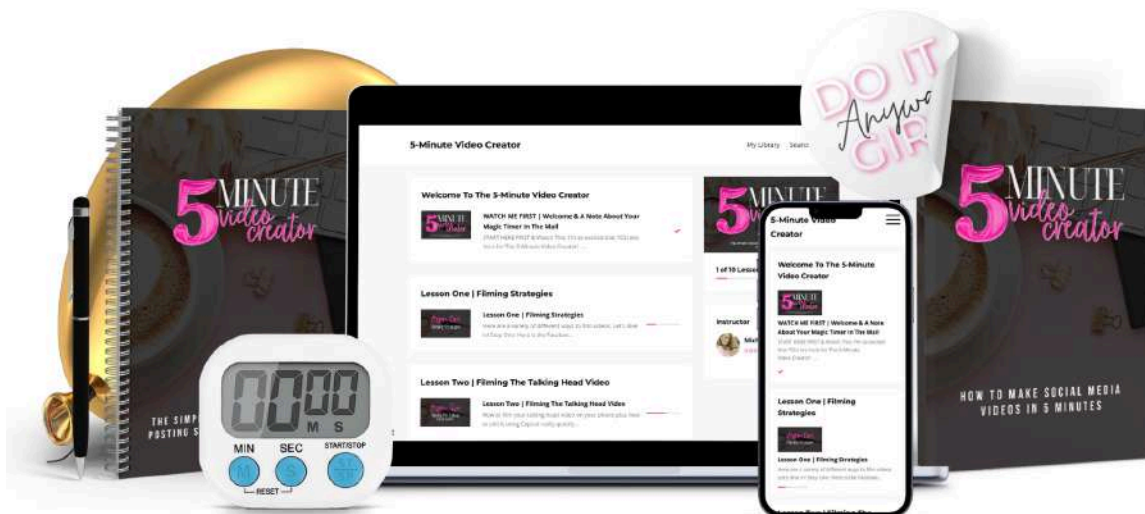
And HERO's always share their strategies for success to save the day.



And I decided to do what any NICE person who figured this out would do, which is share it with the world.

So, I strategically bottled this up into a complete training that shows you the steps to take to make awesome videos in just five minutes.

Allow me to introduce you to the Five Minute Video Creator.



## STEP TEN

### THROW IN BONUSES

Great heroes overdeliver. So, give EXTRA bonuses so they are so overjoyed, excited and feel like you are seriously awesome.

It will feel good in your heart and it will give them a better chance at winning and getting results following your formula.


We have found that completely overdelivering in all of our courses makes our clients happy and produces repeat buyers. (Plus, it's the right thing to do so your heart feels happy.)



### insane bonuses for you:

**INCLUDED BONUS #1**

## The Five Minute Timer



Check your mailbox for goodies because we are mailing you a timer to use to make your five minute videos.

The timer comes with a battery and a printable framework to follow every single time you make a video.

I'm also throwing in a Do It Anyway Girl sticker to remind you to GET into action everyday and film that video!


The world needs your voice

[Yee! I Want To Be A 5 Minute Video Creator! >](#)

HURRY! INVENTORY AS OF TODAY IS LOW

**INCLUDED BONUS #3**

## The Remix Machine



Want to take old content and turn it into new fresh content?


I'll show you exactly how I recycle content into new videos and keep it fresh year after year after year.

[Yee! I Want To Be A 5 Minute Video Creator! >](#)

HURRY! INVENTORY AS OF TODAY IS LOW

**INCLUDED BONUS #2**

## Supercharge Content Creation



This is the strategy that I use to create endless video content using AI chatbots.

My robot will automatically send you prompts that you can copy and paste right into an AI chatbot and get content ideas for years to come.

[Yee! I Want To Be A 5 Minute Video Creator! >](#)

HURRY! INVENTORY AS OF TODAY IS LOW

## STEP ELEVEN

### REPEAT EVERYTHING SO THEY UNDERSTAND

It's so important to go over everything they will receive when they purchase your course.

That clarity will put your buyer's mind at ease when they click the green button to buy.

## Here's Everything You'll Get Today When You Join...



The 5 Minute Video Creator Course And  
Workbook...(Value: \$997)

Compact Travel Sized Timer With Included  
Batteries...(Value: \$19)

The 5 Minute Video Creator Printed  
Framework...(Value: \$47)

Supercharged Content Creation...(Value:  
\$197)

The Remix Machine...(Value: \$197)

**Total Value \$1,457**

Grab Your Kit Now For

# JUST \$47

[Yes! I Want To Be A 5 Minute Video Creator! >](#)

HURRY! INVENTORY AS OF TODAY IS LOW



## STEP TWELVE

### SCARCITY AND URGENCY

Scarcity and urgency on a sales page gets people to take ACTION.

#### Here's why:

First, the fear of missing out makes them act quickly when they see limited spots or time.

Second, when something is scarce, it feels more valuable, so they want to grab it before it's gone.

Lastly, knowing there's a deadline simplifies their decision-making, pushing them to commit rather than hesitate.

#### This can be done several ways.

1. Words on the page like shown to the right.
2. A Deadline Timer placed strategically on the page. We use a program called [DeadlineFunnel.com](http://DeadlineFunnel.com)



**ATTENTION**

This offer is not just super awesome...but super limited as well.

We are closing the doors once we run out of timers & frameworks, because we have to physically mail those to you.

By the way, the packaging is literally so adorable. It makes my heart dance.

So with that being said, if you want an adorable package, a magical timer and way better videos in way less time, act fast. *(Like, right now might be a good time to snag this.)*

So, to secure your spot inside the training that starts IMMEDIATELY after purchasing, click the green button below.

But act fast because, we have a limited amount of mailers for this event.

And no, this isn't some scarcity tactic...We are truly limited to the amount of packages we have.

Don't worry, I ordered thousands, but when they will run out is anybody's guess.

**With that said, this 5 Minute Video Creator WILL NOT be available for too long...**

And what I've noticed is that those who make decisions and act quickly...

...are the same ones who are most likely to get results and most likely to become my next success story because with good video comes the ability to change peoples lives.

## STEP THIRTEEN

### GREEN BUTTONS

When someone is on a sales page, they are looking for a green button to buy.

## Green Means GO!

When your button is any other color, people have a hard time finding it.

So if you like sales, make sure your buttons are GREEN and every single button says the exact same thing on the button.

Otherwise, you will confuse your buyer into thinking each button leads to something different.

Simple green buttons with the same message win all the time.



**Click the pretty button, and claim your kit today before they go POOF!**

**Yes! I Want To Be A 5 Minute Video Creator! >**

**HURRY! INVENTORY AS OF TODAY IS LOW**



## STEP FOURTEEN

### FREQUENTLY ASKED QUESTIONS

Give your buyer piece of mind by answering any of their questions they might still be wondering about at the bottom of your page.

It is simple to add a frequently asked questions section and add to it as you receive questions from your audience in your inbox or online.

# Frequently Asked Questions

#### ❓ When can I access the information?

This course is INSTANT and on-demand, so you can instantly access the information inside your member portal. So, within a few minutes of pressing that pink button, you'll have access.

#### ❓ Is there a workbook to go with the training?

Yes, there is a full color printable workbook with over 70+ pages of helpful tools, step-by-step tutorials and prompts you can use to level-up your video game. This guidebook follows along with the videos inside the course.

#### ❓ Is there a community for the program?

Yes! We have a Facebook Community for this challenge that includes others who are on a mission to make great videos. You'll also be able to share your video masterpieces for feedback from Michelle Cunningham.

#### ❓ I'm a beginner at making videos. Will this be good for me?

This is great for beginners and seasoned video creators alike. Because I am a very simple video creator, you'll be learning lots of simple strategies to make videos.

And you'll also learn some simple hacks and systems you can set up to make the entire process fast and fun.

Keep in mind, as a creator, I've generated over \$10,000,000 selling my knowledge online and most of my videos have been shot on my phone, so these are simple and easy to create if you have a phone.




## STEP FIFTEEN

### SOCIAL PROOF OR TESTIMONIALS


And the last and final piece that your buyer may need before purchasing is a little bit of evidence that your product actually works.

So, they LOVE to read reviews, testimonials or see social proof that you are indeed the right hero for them.


At first you may not have them, but you can ask clients for feedback as they go through your course. And always save them in a folder to reference easily.




**Top fan**  
**Shamecca Stephens**  
**Michelle Cunningham** I seriously can't say enough amazing things about 90 DD !!! This training and course changed everything for me in my business !!! From identifying who my Audience was, to figuring out what I wanted my first course to be, to planning out my first course, how to launch my course, how to promote my course, and so much more! This is truly a step-by-step course !!! I have rewatched all the trainings multiple times and re-take it every year when you offer a new version !!! This is truly the most amazing investment I've ever made in my business !!!




**Christina Zaharia**  
Just now · 🌟  
Thanks to **Michelle Cunningham**, I learned how to create a course & thanks to her beautiful Canva templates, I have the starting point for a handbook that goes along with my course.  
Thank you! Thank you! Thank you **Michelle Cunningham**! ❤️  
Forever grateful!






**Nicole Campagna Fiorella**  
This is all possible from the mentorship inside 90 Day Elites and the individual game planning at Elite Beach Retreat and ongoing guidance inside Voxer. The Tuesday calls are GOLD too. Thanks you **Michelle Cunningham**, the worlds best business mentor and great friend! ❤️👊 Michelle truly has your back. No matter what. She's got you! The thief of great is good. Michelle will help you achieve great with A+ status. Now go create. 😊



**Robbin**  
So...i just opened my shopify store yesterday and I got my 1st sale today on my very first digital product! Woot! Woot! I'm getting ready to actually launch to my email list but hadn't gotten that far yet! Excited for new beginnings! All you ladies inspire me! ❤️



**Tina**  
Ya'll...I'm so excited! I have **finally quit 1 of my 2 full time jobs**, put on my tunnel vision glasses and working hard to get my business up and running. Following Michelle's awesome classes and listening over and over and doing tons of research I'm almost there. I have my branding done, my lead magnet done and almost finished with my first course. I am LOVING Kajabi! AND tomorrow I get to take a look at the branding and head shots I had done earlier this week. Just had to share with this group because I know you get it!

So there you have it: *The Irresistible Offer Blueprint*.  
It is YOUR time to share what you know and change lives, my friend.

**If you've been considering putting your digital course or book or knowledge out into the world, I'll share two things with you:**

**Number One:** There is no better time than the present.

**Number Two:** I have a training that shows you **exactly** how to do it all, while supporting you in your journey for the next year.

It's called the **90 Day Difference Elite Program**. And in this year-long supportive program, my team and I show you exactly how to take all of these steps to achieve **massive results** with the launch of your digital course.

Curious what the entire 90 Day Difference Elite program entails?

[See More About The Program Here](#)



And if you'd like to ask questions about the program and if it would work for what you are building, you get a **FREE STRATEGY CALL** with my team to hear more about how we can help you to get your course (or book or product) launched and out to the world successfully. So book your call before our calendar fills up.



You can book a call with a member of my team here:

<https://michellelovesyou.com/success>



So.... to reiterate, if you'd like to **launch a digital course, write a book, sell more of your products** and you'd like a mentor to help you in your journey over the next year, then definitely book a call with a member of my team here:

<https://michellelovesyou.com/apply>

In my year long coaching program called **The 90 Day Difference Elites**, I show you exactly how to build your brand correctly and how to monetize it profitably.

It's the exact strategy that **Jordan used to make multiple six-figures** selling her digital product. It's the exact strategy that **Megan used to make \$300k** in her first year in the program. The same strategy that **Lauren used to make \$102,000** in a weekend...(And so many more, we can't fit on this page.)

You see, when I invested in a mentor, I started to have REAL PROFITABLE results. That's how I had my first million dollar year.

A mentor showed me what to focus on to have results. And that's what I show you to do. And I'm not a mindset coach, I'm an step-by-step coach so I show you exactly what you need to do to get results in your online business.

It's the same strategy that I used to make over \$12,000,000 selling my knowledge online and it keeps growing bigger and bigger every single year since 2019. This system WORKS.

We are here for to you to **support you in your journey so book your free call** to chat with a member of my team to see how we can help you grow and scale your business to the next level.

Curious what the entire 90 Day Difference program entails?

[See More About The Program Here](#)



You can book a call with a member of my team here:

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