ALEX HORMOZI

$100M OFFERS

HOW TO MAKE OFFERS SO GOOD PEOPLE FEEL STUPID SAYING NO



KEY IDEA:
A Grand Slam Offer is so good people feel stupid saying no.

1 A STARVING CROWD

pick the market first.

- PAIN
- PURCHASING POWER
- EASY TO TARGET
- GROWTH

2 THE COMMODITY PROBLEM

differentiate or race to the bottom.

- COMMODITY
- PREMIUM

3 THE VALUE EQUATION

- MORE DREAM OUTCOME
- MORE LIKELIHOOD
- LESS TIME DELAY
- LESS EFFORT

4 TRIM AND STACK

PROBLEMS → SOLUTIONS → DELIVERY VEHICLES → TRIM AND STACK

5 ENHANCE THE OFFER

- SCARCITY
- URGENCY
- BONUSES
- GUARANTEES
- NAMING

Never discount the main offer.

$100M OFFERS, Alex Hormozi

ALEX HORMOZI

Perception is reality.

$100M OFFERS

10 CORE MENTAL MODELS

1 Grand Slam Offer
so good people feel stupid saying no

2 A Starving Crowd
pick the market before the offer

3 The Commodity Problem
differentiate or race to the bottom

4 Charge What It's Worth
price at a premium

5 The Value Equation
raise outcome and belief, cut time and effort



6 Divergent Thinking
the Brick Exercise

7 Trim and Stack
cut weak pieces, stack the best

8 Scarcity and Urgency
limits and deadlines drive action

9 Guarantees
reversing risk raises conversion

10 MAGIC Naming
a fresh name refreshes the offer

MAKE AN OFFER THEY CANNOT IGNORE.

THE BIGGER PICTURE

Starving crowd → Value → Price → Enhance → Name

Never discount the main offer.

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CHAPTER MAP

I. START HERE

1 **How We Got Here**
a 2016 near-bankruptcy and comeback

2 **Grand Slam Offers**
an offer people feel stupid refusing

II. PRICING

3 **The Commodity Problem**
differentiate or race to the bottom

4 **Finding The Right Market: A Starving Crowd**
four market criteria

5 **Charge What It's Worth**
the virtuous cycle of price

III. VALUE OFFER

6 **The Value Equation**
four levers of value

7 **Free Goodwill**
a quick review request

8 **The Thought Process**
convergent and divergent thinking

9 **Creating Your Grand Slam Offer Part I: Problems & Solutions**
map problems to solutions

10 **Creating Your Grand Slam Offer Part II: Trim & Stack**
cut and combine

IV. ENHANCING YOUR OFFER

11 **Scarcity**
limit what you sell

12 **Urgency**
give a reason to act now

13 **Bonuses**
stack extra value

14 **Guarantees**
reverse the risk

15 **Naming**
the MAGIC formula

THE CAPSTONE

16 **Your First $100,000**
the personal capstone

HOW IT ALL CONNECTS



MAKE PEOPLE AN OFFER SO GOOD, THEY WOULD FEEL STUPID SAYING NO.

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THE 5 MAJOR THEMES

1 MARKET FIRST

A starving crowd outranks offer and sales skill.



KEY TAKEAWAY

Pick the market first.

2 MAXIMIZE VALUE

Raise dream outcome and belief. Cut time delay and effort.



KEY TAKEAWAY

Cut time and effort first.

3 PRICE AT A PREMIUM

Differentiate or race to the bottom.



KEY TAKEAWAY

Never discount the main offer.

4 REVERSE THE RISK

Guarantees raise conversion.



KEY TAKEAWAY

Reversing risk wins sales.

5 ENHANCE AND NAME

Add scarcity, urgency, bonuses and a fresh name.



KEY TAKEAWAY

Refresh the wrapper first.

HOW IT ALL CONNECTS



MAKE PEOPLE AN OFFER SO GOOD, THEY WOULD FEEL STUPID SAYING NO.