

HOW TO CREATE AN  
*Irresistible*  
**ETHICAL BRIBE**  
THAT NO ONE CAN REFUSE





**GREAT TOOLS THAT  
WILL HELP...**



**ANSWER  
THE PUBLIC**

**BuzzSumo**





What are a few value based nuggets that you can offer to your ideal customer that you **KNOW** that they won't be able to pass up?

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# LET'S DO THE YES/NO TEST

Is your ethical bribe so awesome that your ideal customer will feel they are missing the boat if they don't snag it up?

YES

NO

If the answer is "No" or "not sure" - really push yourself to find out what your ideal customer REALLY wants from you.

# LET'S DO THE YES/NO TEST

Will your ethical bribe get your ideal customer results, save them money, solve a problem for them or simply save them a ton of frustration?

YES

NO

**REMEMBER:** The goal for all ethical bribes should be a positive value add, no matter how big or how small.

# LET'S DO THE YES/NO TEST

Will your ideal customer be able to see an outcome immediately?

YES

NO

The key to really great ethical bribes is that they create a WIN quickly while you are still top of mind.

REMEMBER, this is the first touch point that your ideal customer has with you so making a good impression is HUGE!





# HOW TO DELIVER THE ETHICAL BRIBE

3. What is the most cost effective options for YOU?

This one can throw you a bit of a curve ball if there is a disconnect between what works best for your tribe and what will work with your budget.

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