

Offer Piece Description Formula

TITLE WHAT IT IS (\$VALUE Value)

This **TYPE WHAT IT IS** is your key to **ACTION** so you can **BNEFIT** and **PAYOFF**.

Example #1: Conversational Description

Local Market Listing Domination Decoded MasterClass (\$1,997 Value)

This **5-part online course** is your key to **get listings now from multiple different sources (without cold calling)** so you can **develop a consistent pipeline of new sellers and enjoy the income and prestige of a top-producer... and still have plenty of time left over for what's most important in your life!**

Example #2: Succinct Bulleted Description

Local Market Listing Domination Decoded MasterClass (\$1,997 Value)

- **5-part online course**
- **This is your key to get listings now from multiple different sources (without cold calling).**
- **Develop a consistent pipeline of new sellers.**
- **Enjoy the income and prestige of a top-producer... and still have plenty of time left over for what's most important in your life!**