

## Sample Order Forms from Lisa Sasevich

Hi folks. Here it is. The progression of my order forms from my first speaking engagement all the way up to the one I recently created. As I mentioned throughout our series, this is not about getting it "perfect." Do your best to make it as clear, simple, benefit laden and enrolling as you can...and then get out there and test it. You can always come home and make it better. There are tons of small adjustments that were made to these forms in between each talk I gave.

### Sample #1:

Boy, this brings me back. This is from over two years ago when I did my very first talk about what is now called **The Invisible Close**. Back then it was called "Designing and Presenting Irresistible Offers." As you can see:

- I pre-sold my unwritten e-book for \$47.
- I also used my e-book as my Additional Delight
- I could only accept cash or checks. I had no idea how to take credit cards.
- I didn't have my URL ([www.theinvisibleclose.com](http://www.theinvisibleclose.com)). Only an AOL email address!

And low and behold, using the formula you're learning in this guide, 68% of the almost 50 women in attendance bought my e-book or more! I remember being shocked as I scrambled to make change for people, counted up over \$1600 in sales and raced home to write my e-book!

### Sample #2

This is an order form I updated only days before writing this. By the time you read this, I'll have tested it, will have learned a lot and will probably have improved it. This is why I now offer my **Ask the Expert Monthly Forum**; it's a never ending cycle of learning and improving!

As you can see, much has changed since my first talk on this subject over two years ago.

- I added an Audio Tutorial to **The Invisible Close**, increasing the sales price \$100.
- I started a simple continuity program called **Lisa's Ask the Expert Forum** and added the appropriate verbiage to my order form.
- I raised my coaching rates significantly as I came to see the immediate results people were enjoying from investing in one-on-one sessions. (This will happen as you get out there and get more and more clear about the value you are offering.)
- I added a package with a big new product called "**Simply Irresistible**" 😊
- I added option #4, a day of my advice for \$5000. As I learned from my friend Ali Brown, who learned this from Dan Kennedy, it helps to position me above most coaches and relatively speaking makes my other packages look like a steal!
- I now need things like 'shipping address' because "**Simply Irresistible**" is my first non-virtual info product. I'm finally willing to do a little schlepping...but not much!
- At the bottom I added the [complimentary subscription to my ezine](#). I didn't even have an ezine until this year! Sheesh.

I share this with you to show you the progression that many speakers go through. You don't have to have it all figured out before getting started. Just get out there with your great talk and simple order form, like in Sample 1, and then build as you go!

# **Yes! I'm ready to secure more customers, make more money and share the wealth!**

## **#1 The Works!**

Save over \$1600 tonight!

Treat yourself to 9 hours of consulting with Lisa and receive:

- 9 consulting hours, hands-on in your business ~ \$2250 Value
- Analysis and re-design of up to 5 pages of your marketing material, including the crafting of Irresistible Offers that support your goals while securing sales! ~ \$1250 Value
- Spot coaching as needed ~ Priceless!

Total Package Value \$3,500

**Tonight Only \$1,900!**

- I prefer to make one payment of \$1,900.
- I prefer to make two payments totaling \$2,000.

## **#2 Offer It Up!**

Save over \$650 tonight!

Are you looking for a breakthrough in back-of-the-room sales? Allow Lisa to craft your Irresistible Offers and teach you how to present them.

- 3 private 1-hour phone coaching sessions ~ \$750 Value
- Design of Irresistible Offers that support your goals and get sales too! ~ \$500 Value
- Spot coaching as needed ~ Priceless!

Total Package Value \$1,250

**Tonight Only \$600!**

- Yes please!

## **#3 Hot Off The Press!**

### **The Insiders Guide to Designing & Presenting Irresistible Offers**

August Launch Price will be \$197  
**Pre-publication Special ~ Tonight Only \$47!**  
(Electronic Version)

- Yes please!

## **Additional Delight**

Purchase Special #1 or #2 tonight and receive FREE

### **The Insiders Guide to Designing & Presenting Irresistible Offers**

~ \$197 Value



These specials are for first time customers only and may not be combined with any other special offers, discounts or promotions.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Work Tel: \_\_\_\_\_ Home or Cell Tel: \_\_\_\_\_

Email (please print clearly): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Payment Method: Cash \$ \_\_\_\_\_ or Check \$ \_\_\_\_\_ (Make Payable to Extimata Inc)

## SAMPLE #2

**Yes! I'm ready to secure more clients, make more money & share the wealth!**

**#1: The Invisible Close Complete Sales System** - Save over \$200 today!

**The Invisible Close Ebook and "Take Action Now" 5-Session Audio Tutorial** ~ \$297 Value

- Boost sales using Irresistible Offers and learn how to get results without being "salesy"
- Includes the mindset, the languaging and audio examples of this authentic selling approach.
- Templates of my million dollar sales order form and exactly how to craft you own.

**Two months of sales conversion support with Lisa's Ask the Expert Forum** ~ \$114 Value

- Membership features LIVE monthly calls with Lisa plus MP3s of each call for your success library.

Total Package Value \$411

**Today Only \$197!**



**#2: Work with me and the above is FREE!** - Save over \$500 today!

Invest in a **Private Strategy Session** with Lisa (regularly \$500) and get everything in #1 FREE

Total Package Value \$911

**Today Only \$397!**

**#3: 'Simply Irresistible' Speak-to-Sell Success Kit** - Save over \$900 today!

Receive everything in #1 plus **Simply Irresistible! How to Sell More From the Stage...Easily, Effortlessly, and Authentically** ~ \$997 Value.

- Lisa Sasevich and Ali Brown reveal their insider secrets and give you everything you need to make huge \$\$\$ while speaking authentically.
- Includes our **Painless ABC "Speak-to-Sell" Formula** for crafting your talk to seamlessly support your Irresistible Offers.
- Complete **LIVE Audio Recordings** of this recent seminar on CD, MP3 and also transcribed.
- Step-by-step instructions including tons of checklists, templates, sample contracts, order forms and much more!

**2 Private Coaching Sessions** with Lisa ~ \$1000 Value

Total Package Value \$2,408

**Today Only \$1497!**

**#4: "Lisa, I'd rather just have a day of your advice for \$5,000."**

Everything in #3 plus one full day of consulting with Lisa held in Tucson, AZ. Client is responsible for own travel and accommodations. Credit card billed for 50% deposit, balance due 10 days prior to meeting. Application required; deposit refunded if not accepted.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Shipping Address (Sorry, we cannot ship to PO Boxes): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Payment Method: MC Visa Amex Disc Cash Check (Checks to Extimata Inc) Total \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ VCode \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

FREE SHIPPING to US and Canada on all orders placed at this event. 30-day money-back guarantee on all products. Does not include coaching or Forum.

**Yes Lisa**, I also want to receive my FREE membership (as noted above) in your **Ask the Expert Forum** where I'll have access to your monthly live coaching calls to help me get on the fast track to speaking success. I understand that at the end of this period you will make sure I don't miss a thing by continuing my membership at the VIP rate of \$57 per month. I can cancel my membership any time. I also understand that I'll be receiving a complementary subscription to *The Invisible Close Sales Nugget Ezine* as part of my bonuses.

# Yes! I'd like to stay connected with Lisa!

Name \_\_\_\_\_

Primary E-mail (Please print clearly) \_\_\_\_\_

Daytime Phone \_\_\_\_\_

- Please subscribe me to "The Invisible Close Ezine" so I receive monthly Sales Nuggets that I can immediately use in my business to Boost Sales Without Spending a Dime and increase my sales conversion without being "Salesy."
- Please contact me regarding scheduling a possible keynote, workshop or training.
- I have a referral and/or business opportunity for Lisa and would like to be contacted.

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## ***"She's a Sales Intuitive...an Idea Factory!"***

Lisa has a trail of satisfied clients who attribute their unprecedented increases in sales largely to her efforts:

### ***"The Results Were Mind-blowing!"***

*"Just one idea I took from The Invisible Close allowed me to easily and naturally add a more powerful sales message to my educational-style presentation. Shortly after I discovered Lisa's tips I made two 75-minute presentations to fairly small groups and generated over \$85,000 in back of the room sales! This was one heck of a return on my investment!"*

Adam Urbanski, Marketing Mentors, Inc.

### ***"Makes the difference between conversion rates of 10% and 70%!"***

*"Lisa, I'm blown away by all the 'trade secrets' revealed in The Invisible Close! If I'd had your system back when I started my business, I could easily have multiplied my results a thousand-fold by now. You've left no stone unturned in your step-by-step formula - I'd say you're offering the definitive guide to growing a successful, profitable business by closing more sales! I use your techniques in teleseminars, webinars and in-person events; just a couple of simple adjustments make the difference between conversion rates of 10% and 70%!"*

Mari Smith, Facebook Expert

### ***"We can tell this is just the tip of the iceberg!"***

*"In the first 30 days, Lisa's sales conversion strategies brought over \$21,000 of additional revenue to our business."*

Asher Milgrom, CEO, American Medical Aesthetics



## **Are you leaving thousands of dollars behind?**

Contact Lisa Sasevich today at (619) 818-2300 or [Lisa@TheInvisibleClose.com](mailto:Lisa@TheInvisibleClose.com)

[www.TheInvisibleClose.com](http://www.TheInvisibleClose.com)

# \$\$\$ Alexandria Brown's Simple Online Success System \$\$\$

*Everything You Need to Get Started Making More Money and Working Less Hard Using Email, the Internet, and Information Products... for your solo-preneur or small business*

OPTION A: \_\_\_\_\_ "YES Ali, I'll Take Your Special Seminar Package, which includes *all* the resources below, for just \$1,497."

## → → → Ali's 2007 "Online Success Blueprint-in-a-Box"

*(Available ONLY at this event!)*

- ✓ Your own **Online Success BLUEPRINT**, 11 x 17" full-color poster, outlining your complete transformation plan
- ✓ Complete **LIVE AUDIO RECORDINGS** of Ali's most recent LIVE 3-day Blueprint workshop on 16 CDs
- ✓ Your own **Secret Blueprint BINDER** that walks you through your Blueprint in STEP-BY-STEP detail
- ✓ Tons of **examples, samples, worksheets, and fill-in-the-blank templates** that remove ALL guesswork for you
- ✓ Access to Ali's personal "**Million Dollar Resource Rolodex**" with inside referrals to her own vendors, and resources

### **FREE BONUS #1: "Boost Business with Your Own E-zine" System**

*(Web Price: \$497.00 plus shipping)*

- ✓ "**Boost Business With Your Own E-zine**" step-by-step manual -- *printed and digital*
- ✓ HTML E-zine **Templates**, Text E-zine **Templates**, & Text Ezine Formatting Tools with **unlimited access**
- ✓ "**9 Steps to Your Own Ezine Cash Machine!**" – 2 *audio CDs*
- ✓ "**Email Promotions That Sell**" audio CD and printed transcript
- ✓ "Easy Article Marketing" audio CD

### **FREE BONUS #2: "101 FREE and Low-Cost Ways to Quickly Build a Massive Email List"**

*(Web Price: \$97.00 plus shipping)*

- ✓ 124-pg printed Special Report, including step-by-step instructions and samples of proven strategies

### **FREE BONUS #3: "2 MONTHS in Ali's Marketing & Motivation Mastermind"**

*(Regular Membership Price: \$184.00)*

- ✓ Membership featuring **LIVE monthly calls with Ali**, monthly **print newsletter**, access to Ali's online Mastermind network, **audios & transcripts** of past 90 days of calls, **monthly CDs** mailed to your door, and more. Future months will be billed at \$97/month, and you can cancel anytime if you're not delighted with this business-building information.

I understand *if I purchased these items separately on your website, I usually would pay \$2,275.00, plus up to \$67.00 shipping.* But, because I attended this event, I'll **only pay \$1,497** for the Blueprint-in-a-Box System *and* receive the additional products as **FREE** bonuses! Plus, I get **FREE** shipping if I live in the U.S. or Canada, usually arriving within 15 business days.

OPTION B: \_\_\_\_\_ "Ali, I'd Rather Just Have a Day of Your Advice for \$10,000."

**One Full Day of Consulting with Ali** held in Marina del Rey, California. Client is responsible for own travel and accommodations. Credit card will be billed for 50% deposit, remaining due 10 days prior to meeting date. Application process required; deposit will be refunded if not accepted. All details in application.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Street or P.O. Box

City

State

Zip

Shipping Address (sorry, we cannot ship to P.O. BOXES): \_\_\_\_\_

PAYMENT MEHOD (circle one):            VISA            MC            AMEX            DISCOVER            CASH

Card number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**CARD #2 (Optional, if you'd like us to split payment evenly between 2 cards)**

(circle one):            VISA            MC            AMEX            DISCOVER

Card number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

**\*STAFF USE ONLY\***: Order taken by: \_\_\_\_\_

Check one: \_\_\_\_\_ Carry out    \_\_\_\_\_ Need to ship

**\*FREE SHIPPING** within U.S. & Canada on all orders placed at this event. \$49 for other locations.  
\*30-day money-back guarantee on all products.  
(Does not include Mastermind program or private consulting.)