



offer makeover #3: *ancient tools for modern women*

Waterloo's Saraswati Davies does her business
justice by dropping the fluff

- 11 pages -



**An Exclusive, Behind the
Scenes Look at an “Offer
Makeover” by Tad
Hargrave**

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radical business
www.tadhargrave.com



Hey there,

You're about to read an offer makeover.

I take some basic info a client gives me and help them turn a 'good' offer into an 'irresistible' one.

There are a few key components to this process.

They are asked to answer some basic questions about their offer and then email those to me. What you're about to read is what comes after that.

1. **Before:** I respond directly to the info they put down. This goes back and forth (sometimes a dozen times). What you are reading is highly abridged and to the point. But it will give you a 'backstage pass' into how I look at offers (and the things which I see that these entrepreneurs can't). My thoughts and feedback will appear in ALL CAPS.
2. **After:** Then you'll see the finished product. This will be in the form of a long copy sales letter.
3. **Feedback from Made Over Client:** You'll then read the candid feedback (not always 100% positive) about how this process was for them.

Enjoy.

Warmest,
Tad

before

You are invited to a play date

OKAY, HERE'S THE FIRST CHALLENGE. WHAT DOES "PLAY DATE" MEAN? THIS IS LIKELY A SPIN ON THE TERM 'WORKSHOP' BUT . . . SOMETIMES WE CAN BE TOO CLEVER AND COME UP WITH TERMS THAT ARE MEANINGFUL BUT CONFUSING TO EVERYONE ELSE.

Hosted by
Parapsychologist, Sara Davies, B.A., C.R.M.T, S.S.I.

RIGHT AWAY – AND IN BIG LETTERS – SHE TELLS US ABOUT HERSELF. BUT THE CHALLENGE IS THAT MARKETING CAN BE A LOT LIKE THE TV SHOW 'CHEERS' EXCEPT THAT 'NOBODY KNOWS YOUR NAME AND NOBODY'S GLAD YOU CAME'. IF YOU'RE A DEEPAK CHOPRA, OR WAYNE DYER OR SOMEONE FAMOUS – YOU CAN PUT YOUR NAME AT THE VERY TOP OF EVERYTHING AND IT WILL SELL THINGS. BUT IF NO ONE KNOWS YOUR NAME – IT'S A VIRTUALLY IRRELEVANT THING TO PUT. THE FIRST THING AN AD MUST DO IS GET OUR ATTENTION AND ESTABLISH RELEVANCE. WE ESTABLISH RELEVANCE BY SPEAKING DIRECTLY TO THE EXPERIENCES AND CHALLENGES OF OUR TARGET MARKET. TO MUCH MARKETING IS ABOUT THE COMPANY INSTEAD OF ABOUT THE PROSPECTS. IT'S ALL 'ME' AND NOT 'YOU'. MOST ADS STARTS WITH THE COMPANY NAME AND LOGO ON THE TOP. BUT NOBODY CARES. IT'S NOT RELEVANT. THE TOP OF AN AD SHOULD ALWAYS BE SOME IMAGE OR HEADLINE THAT WILL GRAB THEIR ATTENTION AND DRAW THEM IN.

Sara will share her toys and we will play.

THIS IS THE SECOND MENTION OF PLAYING AND – FOR ME – IT ALMOST COULD HAVE HAD A SEXUAL UNDERTONE (WHICH IS **NOT**, AS YOU WILL SEE, WHAT SHE'S OFFERING). TOYS? PLAYING? YIKES.

Bring the ancient art of self empowerment into your modern world.

NOW I'M CONFUSED – BUT INTRIGUED. HOW DOES PLAYING WITH TOYS CONNECT WITH THE ANCIENT ART OF SELF EMPOWERMENT? I'M CONFUSED AND CURIOUS – BUT NOT NECESSARILY IN A WAY THAT WILL HELP SARA.

Do you find yourself facing the same challenges repeatedly?

- In relationships?
- In career decisions?
- In finances or health?
- Are you caught in a loop?

THIS LIST BRINGS UP THE CRITICAL ISSUE OF SHALLOW VS. DEEP RELEVANCE. THERE ISN'T A HUMAN ALIVE WHO ISN'T STRUGGLING IN SOME WAY WITH ALL FOUR OF THE ABOVE ISSUES. EVERYONE WHO LOOKS AT THAT WOULD SAY, "YES" TO ALL OF THOSE. SO, IT WOULD SEEM LIKE THIS IS EFFECTIVE MARKETING. SHE'S ESTABLISHED RELEVANCE. SHE HAS – BUT IT'S SO SHALLOW, GENERIC AND GENERAL THAT IT'S FUNCTIONALLY USELESS. FIRST OF ALL – EVERY NEW AGE BOOK AND SEMINAR SAYS ALMOST THOSE EXACT WORDS. SECONDLY, THEY'RE SO OPEN THAT THEY DON'T GRAB ME. I DON'T READ THOSE AND SAY, "WOW. IT'S LIKE SHE'S KNOWS ME. THAT'S EERIE . . ." AND THAT 'S THE IMPACT YOU WANT YOUR MARKETING TO HAVE. YOU WANT THEM TO FEEL AS IF YOU WROTE YOUR MARKETING MATERIALS JUST FOR THEM.

Come and play for a day and learn to use these tools to help you move forward.

AGAIN – WHAT DOES SHE MEAN BY PLAY? AND WHAT ARE THESE TOOLS SHE SPEAKS OF? AND "MOVE FORWARD" IS ANOTHER SHALLOW THING THAT EVERYONE WOULD AGREE WITH – "SURE, I WANT TO MOVE FORWARD IN MY LIFE" – BUT NOBODY WILL BE GRABBED BY.

Pay what you can. 50% of the proceeds will be donated to Amnesty International

I LOVE THIS. IT'S A VERY COMPELLING THING THE WHOLE PAY WHAT YOU CAN AND THAT HALF THE MONEY GOES TO CHARITY. WONDERFUL. BU . . . WHAT SHOULD I PAY? I HAVE NO IDEA WHAT A WORKSHOP LIKE THIS SHOULD BE WORTH? WHAT IF I PAY TOO LITTLE? WILL I OFFEND HER? AND IT'S STILL UNCLEAR WHAT IT IS I'M PAYING FOR – SO MAYBE I JUST WON'T GO . . .

Book your spot today and chose from one of the following dates

THIS IS IMPORTANT – SHE ASKED FOR THE ORDER. MOST ADS NEVER DO THIS. GOOD.

You have nothing to lose and the world to gain

A NICE PLATITUDE – BUT MEANINGLESS TO ME SINCE I HAVE NO IDEA WHAT THE WORKSHOP IS ABOUT.

Sat. Jan 31 2009, Sun. Feb 1 2009, Sat. February 15 2009
or Sun. February 21 2009

519-998-8603 – sara@saraswatidavies.com

www.saraswatidavies.com

A FEW OTHER THOUGHTS:

THE FACT THAT ALL THE TEXT IS 'CENTER JUSTIFIED' MAKES IT HARDER TO READ.

AT THE END OF THIS FLYER I WAS LEFT CONFUSED. AFTER MEETING SARA IT WAS CLEAR THAT IT DIDN'T REPRESENT HER AT ALL. SHE'S THIS BEAUTIFUL, FUN, GROUNDED WOMAN WHO IS VERY OPEN TO LIFE, LEARNING AND TAKING RESPONSIBILITY. WONDERFUL WOMAN. AND YET THIS PIECE GAVE THE IMPRESSION OF SOMEONE WHO WAS SCATTERED, UNFOCUSED AND DIDN'T HAVE MUCH TO OFFER. A TRAGEDY. I SEE THIS ALL THE TIME.

FOR THE MAKEOVER – WHICH IS STILL ROUGH – MAYBE 50% DONE I ASKED HER TO GET CLEARER ABOUT WHO THIS EVENT WAS FOR – SOMETHING THAT IS ABSOLUTELY UNCLEAR IN HER FIRST DRAFT - AND THEN TO TELL ME A BIT ABOUT THEIR EXPERIENCES AND WHY HER WORK WOULD BE RELEVANT. I ALSO ASKED HER TO SHARE THE RESULTS PEOPLE COULD EXPECT OUT OF THE WORKSHOP, TO THROW IN SOME TESTIMONIALS AND TO MAKE THE DATES AND TIMES MORE OBVIOUS AND CLEAN.

I THINK YOU'LL AGREE THAT –WHILE NOT PERFECT – THE MAKEOVER IS VASTLY SUPERIOR TO THE ORIGINAL.

after

A Day Long Workshop for Women in Kitchener

"Ancient Tools for Modern Women"

How can you bring the ancient art of self empowerment into your modern world?



From the Kitchen Table of: Sara Davies

I'd like to invite you to attend a \$300 workshop that I've spent the past 30 years crafting - for whatever you want to pay. You can decide at the end what you'd like to pay, based on what you can afford.

It's a workshop for women in Kitchener who dream of leaving their 9-5 life (before it kills their soul): women who feel a deep and unexplainable call to delve more deeply into their spiritual life.

Many people in today's society feel deeply lost and confused about what they are supposed to be doing with their lives. There is a feeling of restlessness and being scattered.

I would like to invite you to an event where you can begin to gather some of your energy together. Our ancestors were wise and left us with many tools for growth (some you may have heard of and some you might not have)

In the seminar you will learn about the powerful knowledge that our elders have left us through symbols and signs. And... how to use this knowledge to live well.

If you can answer 'yes' to some of the questions below then you are not alone and this workshop may be for you:

- Do you feel stuck and don't know why? If you knew, you'd change.
- Do you ever have a great idea for a business, creative projects or educational advancement, but stopped before you get started?
- Do you find yourself making unwise choices and not knowing what to do, or trusting the wrong people because you stopped trusting yourself and your intuition?
- Do you secretly suspect that your past experiences of addiction, abuse and trauma are haunting you and holding you back?
- Do you find yourself in negative situations and relationships repeatedly?

Just when you think you have escaped the clutches of a bad situation, relationship or job placement, you find yourself right back in the same old rut in a different environment.

- Do you want to move forward but feel “stuck” in your present circumstances? In your relationship, career or financial life
- Are you (secretly) angry, sad and/or frustrated? And you cannot even explain why?
- Do you have great ideas but no confidence in them?
- Do you feel like you are living your life through a rearview mirror, always paying more attention to the past than to the future?

In this workshop you will:

- Explore the roots of Tarot, Astrology, Numerology, and the Esoteric Teachings of the ancient Teachers, Masters and Gurus such as: Jesus, Buddha, Krishna and Mohammed.
- How to use these ancient tools for your on journey (vs. how to impress your friends with them)
- learn how to become the witness to your own process and thereby they can evaluate better, what they need to do in order to clear the way for success; The ability to do that for ourselves is priceless
- Gain a greater awareness into the attitudes, beliefs and programming that might be holding you back
- Personalized, hand holding and guidance and feedback on their progress.
- Learn how to use these tools to create a life that is overall richer, more fulfilling, deeper etc
- Learn the first Six Major Arcana tarot cards."From Creative Thought to Manifestation".
- Explore the process that is involved in the most simple of manifesting what we want and the attitudes and beliefs that block us from with achieving it or manifesting what we don't want.
- Receive your own copy of “The Answers CD.” This CD will allow you to continue what you start in the workshop at home.

Here is what other students have to say about my work:

“This On-line Tarot Course "is a true friend and guide on your own path to happiness.” – **Kelly**

”This course of yours, Sara, is something totally different...it is like the "bible." It is a living course and if it is working for others like it is for me we get a card and our life follows right in sync with the card.” – **Enid**

”The cards seem to reflect life for me – I can hardly wait to see what awaits me

with this card – look forward to it - very awesome course so far I have discovered more about my life in the last week of analysis than in a long time and how other people whom I love and respect can impact us as well with well chosen words when I have missed the signs. thanx and bless you.” – **Joan**

“I almost don't want this lesson to end in FEAR that if I move on to the next lesson that the intuition will cease. Of course, this is just my ego again trying to stop me from moving forward! Ha Ha!” – **Alanna**

”I'm happy to recommend your course, Sara, it's excellent and would help anyone. It's good to know you're always accepting students.” -**Karen**

What: A day-long workshop where you will explore tools of self-empowerment

Where: TBA

When: 10am – 5pm – (Choose a date) - Saturday, January 31, 2009. Sunday, February 1, 2009, Saturday, February 15, 2009, Sunday, February 21, 2009

Cost: Pay What You Can. 50% of all profits will go to Amnesty International, "The Stolen Sister's Campaign"

Your Facilitator: Parapsychologist, Sara Davies, B.A., C.R.M.T., S.S.I.

For more information or to register, please drop me a line:

Telephone: (519) 998-8603

Email: sara@saraswatidavies.com

Web Site: www.saraswatidavies.com

Candid Feedback on the Process from Sara Davies:

how valuable was the process from 1-10? 10

what would it have taken to make it a 10? Not much of anything. It worked for me just fine the way it was given.

Roughly how many hours did you invest? 20 hours pre-class. For this to work one must be ready to actually invest some time and take their business seriously.

if money was no option - what would you like to have paid for this? 1,500.00 -2,000.00

Are you willing to put phone number and email on this? yes

What was hardest? Giving up the "flaky stuff" and letting go of my perceptions that working for the Universe somehow entitles me to sit back and let manna fall from the sky. Manna will always fall and we will always be ok, but we need to take action of we want to be abundant and helpful in any kind of meaningful way.

What was most valuable? Realizing that I had to change my image and stop hiding behind cute. It was not even cute it was just plain unprofessional.

What did you think it would be like before and how does that compare to how it actually was? I thought it was going to be a lot of hype and "RA Ra", with too much emphasis on getting the bucks. I was pleasantly surprised.

When you look at what you first sent me vs. what we created in the end - how do you feel? I feel as if I have really accomplished something and that I have a better understanding of who I am in the context of my business.

What was it like getting feedback from the 10 others your sent the offer to? It was good, but we need to create more enthusiasm for other participants. They need to understand how valuable their input is. I got a lot of compliments, but not much in the way of solid advice.

What have been the results from using the new sales letter been so far (if any)? The sales letter itself has not brought many results (only because I have not used it. What the sales letter did was make ME realize that I was not doing justice to my business and as a result I have changed the concept of my whole business and my whole site. Which will be up in a couple of weeks.

Was there a good balance of loving encouragement and honest challenge? Absolutely. I felt safe within the confines of this process and able to be completely honest with myself and others. I also have made some valuable contacts from your workshop.