BUSINESS & STRATEGY

$100M Offers

by Alex Hormozi

Build a Grand Slam Offer so valuable, and priced so well, that people feel silly saying no.

BEST POINTS FROM THE BOOK

01 **Make an offer so good people feel stupid saying no. That is a Grand Slam Offer.**

It is not your product. It is the whole package: an attractive promotion, unmatched value, a premium price, and a guarantee that makes yes feel safe.

02 **If buyers can compare you on price, you are a commodity - and commodities race to the bottom.**

Differentiate until you sell in a category of one. When nothing else compares to your offer, price stops being the argument.

03 **Pick a starving crowd first. Market beats offer, and offer beats persuasion.**

Look for massive pain, purchasing power, people you can easily reach, and a market that is growing. Then niche down - specificity raises your pricing power.

04 **Charge premium prices. There is no strategic benefit to being the second cheapest.**

High prices start a virtuous cycle: more margin funds better delivery, better delivery gets better results, and clients who pay more commit more. Cheap prices starve all of it.

05 **Value = (dream outcome x belief it will work) over (time to get it x effort it takes).**

Most sellers inflate the top with bigger promises. The pros crush the bottom instead: make the result faster and easier, and value climbs toward infinity.

06 **The pain is the pitch: list every problem your buyer hits, then sell the fix for each one.**

Start from their dream outcome, list every obstacle before, during, and after buying - expect dozens - then flip each into a 'how to' solution. That list becomes your offer.

07 **Trim the costly, low-value pieces. Stack what is left into one bundle.**

Favor high-value pieces that are cheap to deliver again and again, like guides and recordings. Name every piece, price every piece, then show the total next to your one price.

08 **Limit the supply, honestly, and say so: capped spots, capped bonuses, or never available again.**

Fear of loss beats desire for gain. Keep supply just under the demand you can create, and you can charge more - and actually sell out.

09 **Deadlines drive decisions. Give buyers a real reason the clock is ticking.**

Use rolling cohort start dates, seasonal windows, or scheduled price increases. Scarcity limits how many can buy; urgency limits how long they have.

10 **Never discount. Add a bonus instead.**

Ask for the sale on the core offer first. When they hesitate, release a named, priced bonus built to kill that exact objection. Bonuses raise value; discounts train people to pay less.

11 **Reverse the risk: the right guarantee outsells a lower price.**

Risk is the top reason buyers stall. Model one of his four types - unconditional, conditional, anti-guarantee, or performance-based - and conversion rises far more than refunds do.

12 **Name offers with M-A-G-I-C: Magnet, Avatar, Goal, Interval, Container.**

A reason why, the exact person it is for, the dream result, the time frame, and a bundle word like 'Blueprint' or 'Challenge.' Rename a tired offer and it sells again - no new product needed.

THE BOOK, IN SHORT

The book opens at rock bottom. On Christmas Eve 2016, a payment processor had frozen $120,000 of Hormozi's money, his business partner had stolen $45,700, and he was down to $1,036 in the bank with a salesman he owed $22,000. Out of options, he bet everything on one skill: building a radically better offer. He ran turnarounds for six gyms on credit and collected $100,117 in a single month. That playbook became Gym Launch - over $3 million in profit within a year, and $120 million in sales after that. This book is the playbook.

First, the ground rules. A business grows by getting more customers, raising what each customer pays, or getting them to buy more often - and the offer drives all three. But most businesses sell a commodity: something buyers can only tell apart by price. Commodities race to the bottom and margins die. And before you fix any offer, pick the right market - a starving crowd with massive pain, purchasing power, easy to reach, in a growing market. His ranking never changes: a great market beats a great offer, and a great offer beats great persuasion.

Next, pricing and value. Charge what it is worth. Premium prices start a virtuous cycle: fat margins let you over-deliver, over-delivering gets clients better results, and clients who pay premium prices commit harder - which justifies charging more. Underneath it all sits the value equation: people buy when the dream outcome, multiplied by their belief that you will actually deliver it, dwarfs the time

delay and the effort and sacrifice it costs them. Shrink the wait and the work, and the very same offer is suddenly worth far more.

Then the build, in five steps. Name the dream outcome - sell the vacation, not the plane flight. List every problem the buyer meets before, during, and after buying; the pain is the pitch. Flip each problem into a 'how to' solution, brainstorm every way you could deliver it, then Trim and Stack: cut the solutions that cost a lot and add little, and stack the rest into one bundle where every piece is named and priced. The stack is the Grand Slam Offer - value so lopsided that the price becomes a footnote.

Finally, enhance it: honest scarcity (limited spots), real urgency (cohort start dates, scheduled price increases), bonuses instead of discounts, a guarantee that carries the risk for the buyer, and a M-A-G-I-C name that calls out exactly who it is for. His proof the system works: in March 2017, his checking account crossed $100,000 for the first time - $101,018 - the milestone the closing section is named after. Build your first Grand Slam Offer now, then keep improving it with every sale.

DO THIS WEEK

Take whatever you sell - a product, a service, or your own skills - and rebuild it this week. Write the dream outcome in one line. List every problem a buyer hits before, during, and after buying, and flip each one into a named solution. Cut the solutions that cost a lot but add little, stack the rest, price each piece, and set one premium price for the whole bundle - backed by one guarantee you would actually honor.

By Alex Hormozi, first published 2021; book one of his $100M series. Read it if you sell anything - it is the most-used modern playbook for pricing and packaging what you sell.