The Deeper WIIFM Stack

7 buyer payoffs hiding behind every offer

1 Practical WIIFM

What will this help me do?

Example: Write a sales page faster.

2 Financial WIIFM

How will this help me make, save, or protect money?

Example: Turn more cold traffic into buyers without increasing ad spend.

3 Emotional WIIFM

What frustration will this remove, or what *relief* will it create?

Example: Stop staring at a blank page wondering why your offer sounds like everyone else's.

4 Identity WIIFM

What kind of person does this help me become or remain?

Example: Sell persuasively without sounding like a hype-driven bro marketer.

5 Status WIIFM

How will this affect how others see me?

Example: Create positioning sharp enough that clients repeat it back to you.

6 Risk-Reduction WIIFM

What mistake, loss, or embarrassment does this help me avoid?

Example: Know whether your offer is weak before you spend money driving traffic to it.

7 Cognitive WIIFM

How will this make the problem easier to understand?

Example: See exactly where your copy is losing belief: the promise, proof, mechanism, or offer.

How to use this

Before writing copy, ask which payoff matters most to this buyer. The strongest copy usually speaks to more than one layer.