



EXCITE With A Big Promise

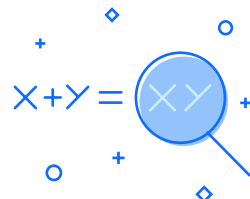
Now CONNECT By Telling A Story That...

- creates a connection with your audience
- shows them you understand their pain
- creates a desire for their "future self"
- sets up your offer as the solution to their biggest problems

And then, introduce your product...



My Awesome Product



Now PROVE Your Claims

Introduce Yourself

- prove you're credible by detailing the results you've gotten in the past
- or by revealing your credentials

Now Explain The Big Benefits Of Your Product

- ✓ Benefit #1
- ✓ Benefit #2
- ✓ Benefit #3
- ✓ Benefit #4
- ✓ Benefit #5
- ✓ Benefit #6

Now Prove Others Trust You



"This product is amazing. Here's why..."



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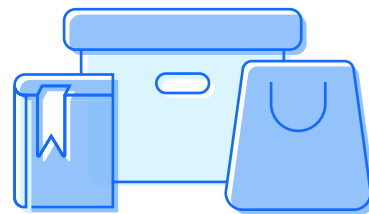
"This product is amazing. Here's why..."



Now CONVERT the Sale

Use "The Offer Stack" to show what they get.

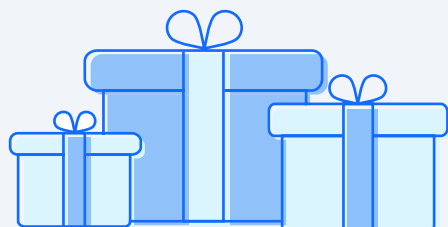
- ✓ **Item #1** (explain the value)
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Justify The Price

Explain what this would (or could) cost in the real world...

Add In Bonuses to sweeten the deal.



- ✓ **Bonus #1** (explain the value)
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Show The Total Value Then Reveal The Special Price



The Guarantee takes away all the risk.