Simple System To Three Figures A Day And More…

Winning Offer- Module 13

Part A

- Discovery Process

Step 1 – What Problem Does the Product Solve

- Does the product provide a simple, inexpensive solution to a problem that annoys millions of people worldwide?

- Does the product enable customers to easily tackle jobs they'd normally be forced to call high-priced professionals to do for them?

- Does the product make it easy to tackle messy chores without the hassle normally associated with it?

- Does this product provides a massive benefit?

Step 2 - Does It Give Instant Gratification?

- Red Pill Or Blue Pill

Step 3 _ Uniqueness Of Product?

- Does not have to be completely unique
- What are attributes that make this unique

Step 4 _ Pricing?

- Why buy online from Amazon

Part B

Putting It Together

Why?

Step 5 _ Grab Attention?

- Opening
- Headline

What?

- What is the problem we are trying to solve or benefit we are trying to achieve

Step 6 _ Get them to agree with you?

- Direct statement to acknowledge the pain
- Everyone wants the snow shoveled but without that back aching pain
- Make the client believe once they buy and use it will help their lives in a specific way

Step 7 _ The secret behind the problem?

- What is the secret sauce behind the product
- Demonstrate once use product it will solve specific problem
- Make the client believe once they buy and use it will help their lives in a specific way

Step 8 _ Turn Features Into benefits?

- Find out why people like product
- Find out why people disliked product
- Turn the features into benefits (why the bought)
- Turn negative features into positives

Step 9 _ Justify their reason to buy?

- Social Proof

- Video

Step 10 _ Closing the sale?

- Introduce Price

- Why buy from amazon

- Tell them exactly what to do next

Types of Offers

- Buyer

- Review

- Browser