

| LOVING-PARENT (PROBLEM) ●green | LEADER (PROMISE) ▲red | REPORTER (PROOF) ■blue | DEAL-MAKER (PROPOSITION) ✎yellow |
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| Prospect is hurting. They are in pain, and they need an ear first before you suggest a solution to them. Requires empathy . | Prospect is lost, uncertain, don't know where to go. They need someone to tell them what to do, how to do it. Needs education . | Prospect doesn't know what they don't know. It's a industry with a lot of "insider" stuff few people are privy to. Requires exposés . | Prospect is shopping for a deal in a highly competitive industry. ("Leader" position is better). But this'll do. Requires exchange . |
| <ul style="list-style-type: none"> ▪ Sick & Tired - Things that hassle, waste time, is unfair, and takes advantage of you. Prospect is getting screwed, know it and is tired of it. Use the "Are you tired of..." as a test, but don't include it. It's overused. - Are you tired of... - Don't you hate it when... ▪ Describe The Problem - Advertising solves problems: Simply state the problem your product or service promises to solve. - [Problem] - Do you make these mistakes... - I was just like you... ▪ Impossible Dream - "Wouldn't it be nice if...?" The ideal, deep emotional benefit end state of prospect - Wouldn't it be nice if... - Imagine... - You, a X? - Why shouldn't you... ▪ They All Laughed... - The classic Caples testimonial commercial. Puts the prospect in the "underdog" position... and allows the underdog to WIN. - When I told my friends... - People think I'm crazy, but... - They didn't think I could ____, but I did! - They all laughed when ____, but then... | <ul style="list-style-type: none"> ▪ Gate Keeper - "You want in? You gotta talk to me!" This is the <u>ONLY</u> person/business who can solve your problem. - You want X? Work with Y - If you want X, only Y will get you there! - Who else wants... - I know a secret about... ▪ Miracle Worker - The Cure! Useful for a product or service that renders obsolete a previously vexing problem. - With X, you'll never have to deal with Y again - Get rid for X once and for all - See how easily you can... - Thousands now... ▪ Life Changer - <u>The magic bullet to your prospect's problems. They get what they want, when they want, right now.</u> - I was where you are now... - How I discovered the secret to... ▪ Doomsayer Prophet - You don't timidly suggest bad things <u>might</u> happen... you boldly say, "<u>This WILL</u> happen to you; Here's how to prepare" - One day, you will experience Y. Unless... - Do you recognize these warning signs? - WARNING! - The last thing you want.... | <ul style="list-style-type: none"> ▪ Conspiracy - Somebody is making money... at <u>your</u> expense. The secret to why <u>they</u> have it better than you. How "they" are dirty, scheming middlemen. How they overcharge and take advantage of you. - What X don't want you to know... - How X are ripping you off... - Lies X tells you... - What if... ▪ Man Bites Dog - Runs counter to the common experience of your target audience. <u>Opposite of what prospect expects to hear.</u> Juxtaposition of contrast. - You don't have to... - Lazy man's way to... - Disadvantaged nobody becomes hero... ▪ Breaking News - The latest research, study, a shocking statistic, discovery, scientific breakthrough. - Did you know XX%... - According to... - It takes the average person... - Why one has... ▪ Unknown Scapegoat - <u>Blame external factors for your prospect's problem.</u> - Right now, a X in the middle of nowhere is planning.. - While you sleep, thousands of... - Your X has an enemy - Who is this ____, and why... | <ul style="list-style-type: none"> ▪ Put Up Or Shut Up - Make a BOLD claim and BACK it up. Your pizza delivered in 30 minutes or it's free! Use a METRIC to measure your offer against... Stopwatch, Deadline, Benchmark (accuracy, speed, durability) - Get X In Y minutes/hours/days/weeks - Get X by date - Get XX% Accuracy with Y ▪ Throw Down The Gauntlet - It's not gentle or diplomatic. It doesn't suggest. It challenges prospect to face reality, and ACT. - Face it.. - There is no way... - Are you ready to stop X? - Do you want to quit X now? - When's the last time you... - When are you going to get rid of... - Act now, or face the consequences ▪ Guarantee - Make a bold guarantee, money back, no questions asked, return shipping included... even, pay them if it doesn't work. - Get X or your money back... ▪ Simply Benefits Driven - Just make promises about what they'll get. - How to... - 10 ways to... - 7 steps to... - Secret to... |
| COMMON LEADS | | | |
| <ul style="list-style-type: none"> ▪ Identification - Intimate understanding of their world ▪ Reason Why - there's a reason why... ▪ Simple Fact - Get them nodding ▪ Simple Introduction - Just introduce the guy ▪ Story - Start in the middle of one | <ul style="list-style-type: none"> ▪ Advocate - Spokesperson - harness trust ▪ Authority - quote someone ▪ Contrarian - go against saturated market ▪ Discover - You're about to discover.... ▪ Forget - Forget competitions/objection... ▪ Hero - Make salesperson a savior | <ul style="list-style-type: none"> ▪ Conspiracy - impending danger, unknown enemy ▪ Fascination - Start with blind bullets ▪ Insider Secrets - they've hidden from you ▪ Newsy - Topical, Trends, advanced knowledge ▪ Proof - Start with stats/math/facts ▪ Wrong - Destroy myths and lies | <ul style="list-style-type: none"> ▪ Act Now - dramatize urgent problem ▪ Direct, No-Nonsense - just start pitching ▪ Dollar Bill - Gimmick (object, event, photo) ▪ If-Then - If X, then most important message ▪ Laundry list of benefits. |