

## ✓ The 6 Core "I Believe" Statements

1. **"I believe that solar *does* work in the UK — even with our weather — and could cut my bills."**

Without this foundational shift, nothing else matters. The lingering myth that "we don't get enough sun" kills action.

2. **"I believe that my roof might be suitable — and it's worth checking, just in case."**

Overcomes self-disqualification. This belief primes curiosity and triggers the click to the calculator.

3. **"I believe this calculator is *just a tool* — not a trap to get my phone number."**

Essential for overcoming sales-scarred scepticism. If they don't believe this, they bounce instantly.

4. **"I believe I deserve to know what's possible — even if I'm not ready to commit yet."**

Reframes the calculator as empowering and pressure-free, reducing fear and increasing urgency.

5. **"I believe the numbers will speak for themselves — and if it looks good, I'll explore further."**

Shifts decision-making from emotional fear to logical exploration. They don't feel "sold," they feel smart.

6. **"I believe this could finally be the thing that gives me control over my rising bills."**

This is the emotional *punchline* of the belief chain. It's not just a calculator — it's an *escape plan*.