

**REMEMBER: The BEST CONVERSION TOOL IN THE WORLD is...**



**Who are you writing to?**

**What's their PRESENT PAIN(s)? (FINGER POINT to Hell Island symptom?)**

**What's their GAIN(s)? (FINGER POINT to Heaven Island Vision?)**

**What STOPS them from escaping hell island and getting to heaven island? (FINGER POINT?)**

**What DON'T they like about the options available now to get from hell to heaven? (FINGER POINT?)**

**KEY TO EASY CONVERSIONS: What are they FED UP WITH SPECIFICALLY (finger point) which this offer gives them a “way out”?**

**What's DIFFERENT NOW? What's the NEW PLAN? (FINGER POINT?) Make sure the plan doesn't require INTERNAL CHANGE. Need a mechanism or tool.)**

**What's the ONE THING they need to believe to be certain the PLAN will work for them?**

**What's the FUTURE PAIN they will experience if they do not solve the problem and get off hell island? (FINGER POINT?)**

**- How would you draw the before/after/mechanism transformation picture?**

**BEFORE:**

**AFTER:**

**What's the IVQ statement? (Investment. Value. Qualifier.)**

**List as MANY objections to the PLAN as possible: (Remember objections fall into 5 categories: T.I.M.E.R: Time, Identity, Money, Energy, Reputation.)**

**Time:**

**Identity:**

**Money:**

**Energy:**

**Reputation:**