

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: