



Part 1: Problem and Easily Testable Solution: The Possibilities and Testable Strategy (Deliver a Punch)

- Would You Like to Solve [Problem they have]?
- Explain Something that gets them the result that they might think is overly complicated or expensive.
- Show them how to do it quickly, cheaply, and give them a result fast.
- Hint at a way they can amplify the result that you'll tell them about soon.

Part 1 Example: <http://drben.co/amazonhangouts>

Part 2: Amplification + Problem: The Next Level Tactic that also creates a Problem (Amplify the Original Punch)

- Recap what you covered in Part 1.
- Showcase the amplification technique.
- Point out the Problem it creates. ("Now you may be thinking to yourself _____.")
- Promise the Solution to this in Part 3

Part 2 Example: <http://drben.co/amazonhangouts2>

Part 3: The "End All Solution" Reveal: The Solution to the Next Level Problem. (Solve the Problem From the Next Level tactic with the actual offer)

- Recap part 1
- Recap part 2
- Restate the Problem Created in part 2
- Introduce the Product/Service for sale. (the solution to the problem from part 2 and the solution to the main problem they're having.)
- Explain why they must act now (Call to Action)
- Cover any possible objections with Bonuses.
- Call to Action again.

Part 3 Example: <http://drben.co/amazonhangouts3>



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