SalesAcceleratorSystem.com

- **Section One - Situation**
  - Will it work for me?
  - Show people who have already been successful doing it in their niche or obscure niches
  - Framework
    - Character
      - Scene
      - Situation
      - Desire
    - Conflict
      - Strategy
      - Failure
      - Hopeless
    - Conclusion
      - Breakthrough
      - Strategy
      - Success
      - Future
  - Multiple Testimonials
    - They wanted to achieve this
    - They tried by doing this
    - They failed because of this
    - They thought all hope was lost
    - Then they discovered this
    - Now they do it like this
    - They found success
    - Their life now looks like this
    - Social proof
- **What will we cover today?**
  - What you will cover today in catchy headlines
- **Why should they listen to me?**
  - Books
  - Achievements
  - Testimonials
  - Backstory
    - I wanted to achieve this
    - I tried by doing this
    - I failed because of this
    - I thought all hope was lost
    - Then I discovered this
    - I changed what I did
    - I started doing it like this
    - I found success
    - My life now looks like this
- **Will they stay until the end?**
  - Give your target customer something they will wait until the end for
- **Will they use it?**
  - Get manual commitment hand up / YES in box
- **Why should they care about what you have to say?**
  - Defined Outcome
  - What problem do they have that they won't anymore?
- **What will they be able to do after today?**
  - Solution
- **What will they no longer need to worry about?**
  - Problem
  - Agitate
  - Agitate
- **Who is this for?**
  - Be all inclusive
  - Be specific
- **Why should they show up?**
  - Question
    - How specific PERSON/NICHE can ACHIEVE THEIR BIGGEST DESIRE through MY SOLUTION
    - How specific PERSON/NICHE can SOLVE THEIR BIGGEST PROBLEM through MY SOLUTION
  - Headline
    - How to ACHIEVE BIGGEST DESIRE in TIME without PAIN even if RUBBISH
    - How to SOLVE BIGGEST PROBLEM in TIME without PAIN even if RUBBISH
- **Section Two - Ability**
  - Have I got the ability to do it?
  - Step by Step
    - Why is what you're going to show them important?
    - What will their future look like with this in place?
    - What 3 to 5 step process do they need to do?
    - Would you feel stupid doing this any other way?
  - Multiple Testimonials
    - They wanted to achieve this
    - They tried by doing this
    - They failed because of this
    - They thought all hope was lost
    - Then they discovered this
    - Now they do it like this
    - They found success
    - Their life now looks like this
    - Social proof
- **Section Three - Objections**
  - Will this/they stop me?
  - 3 to 5 common objections
    - My market is too small
    - My market is competitive
    - Google doesn't like mass page
    - There are too many people already doing this
  - 10 to 20 objection-killers
    - You might be thinking this, and I can see why because that makes sense, so you are right, but this is actually true
    - Show the truth using either a story structure or hook them emotionally to something they want to be true then justify with logic so they can
  - Multiple Testimonials
    - They wanted to achieve this
    - They tried by doing this
    - They failed because of this
    - They thought all hope was lost
    - Then they discovered this
    - Now they do it like this
    - They found success
    - Their life now looks like this
    - Social proof
- **Recap**
  - 60 Second Overview
  - Commitment Questions
  - Two Choices
- **Close**
  - Offer
  - Bonuses
  - Value
  - If / All
  - Price
  - Effort
  - Cost to not
  - Guarantee
  - Urgency
  - Scarcity
  - Objections

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