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## **SalesAcceleratorSystem.com**

**Why should they show up?**

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**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**

**Who is this for?**

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**Be all inclusive**

**Be specific**

**What will they no longer need to worry about?**

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**Problem**

**Agitate**

**Agitate**

**What will they be able to do after today?**

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**Solution**

**Why should they care about what you have to say?**

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**Defined Outcome**

**What problem do they have that they won't anymore?**

**Will they use it?**

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**Get manual commitment hand up / YES in box**

**Will they stay until the end?**

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**Give your target customer something they will wait until the end for**

**Why should they listen to me?**

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**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**

**What will we cover today?**

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**What you will cover today in catchy headlines**

## **Section One - Situation**

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**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**

## **Section Two - Ability**

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**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**

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**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**

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**60 Second Overview**

**Commitment Questions**



**Two Choices**

**Close**

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**Offer**

**Bonuses**

**Value**

**If / All**

**Price**

**Effort**

**Cost to not**

**Guarantee**

**Urgency**

**Scarcity**

**Objections**