

DPSH CREATOR: PHASE 1 “THE OFFER”

WHAT IS THE PRODUCT/SERVICE:

WHY ARE YOU OFFERING THIS:

WHO SHOULD BUY (3 types):

WHO SHOULD NOT BUY (3 types):

BIG CLAIM (what is the ONE THING you are going to help them achieve):

WHAT DO THEY GET (deliverables):



WHY DO THEY NEED TO BUY NOW (bonuses, changes, closing, etc):

POSSIBLE OBJECTIONS (why wouldn't they buy):

RIDICULOUS GUARANTEE:

POST-PURCHASE SUPPORT:

