

$$\text{VALUE EQUATION} = \frac{\text{DREAM OUTCOME} \times \text{PERCEIVED LIKELIHOOD OF SUCCESS}}{\text{EFFORT AND SACRIFICE} \times \text{TIME DELAY}}$$

4 KEY QUESTIONS BEFORE WRITING A COPY (ANY FORM)

- 1) WHO AM I TALKING TO?
- 2) WHERE IS HE NOW? (EMOTIONALLY, MENTALLY ETC)
- 3) THEIR DESIRED STATE (WHAT DO I WANT THEM TO MAKE?)
- 4) STEPS NEED TO HAPPEN TO TAKE ACTION

FIND A GOOD COPY AND GRAB THE "SKELETON", REPLACE THEIR DETAILS WITH YOURS (PROSPECT AND BUSINESS)

EXTRA QUESTIONS THAT HELP:

AGE FACE AND NAME, EASIER TO TALK WHEN COPYING
 BACKGROUND AND MINI LIFE STORY, UNDERSTAND GENERAL CONTEXT OF HIS LIFE
 DAY IN THE LIFE, MAKES IT EASIER TO RELATE TO THEM

PRACTISE: MOBILE CAR WASH

1 MEN AND WOMEN OF ANY AGE LIVING IN MIAMI

WAGE: MORE THAN 60K/YEAR

2 THEY ARE AFRAID OF MOVING AROUND WITH A DIRTY CAR

THEY ARE ANGRY BECAUSE THEY DONT HAVE TIME TO WASTE ON CAR WASH

THEY WOULD BE EMBARRASSED IF THEY GOT SEEN BY FRIENDS WITH A DIRTY CAR

THEY FEEL LESS WORTHY BECAUSE OF THAT

OH BOY OH BOY I AINT GOT TIME TO GO TO THE CAR WASH AND MY CAR HAVENT BEEN WASHED IN MONTHS AND I HATE THIS

3 IF THEY HAD A MAGIC WAND AND WHEN THEY MOVE IT THEY WOULD BE IN THEIR DESIRED STATE THEY WOULD BE IN A CLEAN CAR WITHOUT HAVING TO TAKE A MINUTE OUT OF THEIR LIFE

THEY WANT TO IMPRESS THEIR COWORKERS THAT THEY CAME WITH A DIRTY CAR AND LEFT WITH A CRYSTAL CLEAR ONE

THEY WOULD BE VERY HAPPY IF THEIR CAR WAS CLEAN WITHOUT HUSSLE AND

THEY WOULD LOVE THEIR CAR AGAIN, LIKE IT WAS NEW, BECAUSE THEY GO TO

THE CAR WASH IT AINT FEELIN LIKE MUCH, BUT IF THEY SAW IT CLEAR WHEN

THEY LEFT IT DIRTY, IT WOULD BE A HUGE DIFFERENCE

IF THEY WOULD DESCRIBE IT OVER DINNER THEY WOULD SAY, "BOY I WENT TO

WORK AND MY CAR WAS DIRTY, AND WHEN I FINISHED I TRIED TO FIND IT BUT

COULDNT, AND I THOUGHT IT GOT STOLEN, AND I ALREADY HAD A BAD DAY SO

IMAGINE MY ANXIETY AT THAT TIME, THEN SUDDENTLY I REMEMBER I CALLED THIS

COMPANY TO CLEAN IT FOR ME AS I WAS WORKING, AND THERE IT WAS, IT WAS

CLEAN SO I DIDNT REALISE IT WAS MY CAR, IMMEDIATELY MY DAY SHINED UP AND

I FORGOT ABOUT EVERYTHING PRIOR TO IT

4 LIKE EVERYBODY ELSE, THEY BELIEVE THAT THEIR PROBLEMS ARE THE BIGGEST IN THE WORLD

THEY BLAME THEIR WORK FOR THAT PROBLEMS BECAUSE IT DRAINS ALL THEIR TIME AND ENERGY

MAYBE THEY TRIED BEFORE CALLIN A MOBILE CAR WASH AND DIDNT DO A GOOD
JOB, MAYBE EVEN SCRATCHED THEIR CAR OR SOMETHING
IF THEY HAVE PROOF THAT THE CAR WASH MAKES A GOOD JOB THEY GONNA
TRUST IT, IF THE PRICE IS CHEAP THEY GONNA TRY IT,
SMART, EFFICIENT, PAY TO MOVE FAST, COMFORTABLE
GREEDINESS, COMPETENCE,