

BUILDING BELIEF

1. WHAT DO THEY NEED TO BELIEVE ABOUT ME?
I am an authority in this space
2. WHAT DO THEY NEED TO BELIEVE ABOUT THE PROMISED RESULTS?
That I can fulfill them in the time promised for the cost
3. WHAT DO THEY NEED TO BELIEVE ABOUT THE SOLUTION?
That it will actually provide a solution to their current pain state
4. WHAT DO THEY NEED TO BELIEVE ABOUT THE PRODUCT/SERVICE?
That it works
Will result in more business
Will not occupy their time and manage itself with little manual effort
5. WHAT OTHER BELIEFS DO THEY NEED TO COMPLETE THE SALE?
That they can get this done in minimal time with little sacrifice

MISSION: Building belief

Client: Website Development

Company

1. Important beliefs reader must have to take action?
 - a. I am an authority in this space
 - b. I have helped many others become successful with this product./service
 - c. Timing is crucial
 - d. This product will result in increased income
2. List out all of the claims you will make
 - a. Say goodbye to the headaches of building a website
 - b. Stand out from other businesses in your market
 - c. Save hundreds to thousands of dollars
 - d. Launch a fully designed website in 24 hours
 - e. Launch your business website for under \$100!

3. Test different ways you can provide proof
 - a. Portfolio
 - b. Testimonials
 - c. Statistical proof about industry trends and success rates

#7 - HOW THEY THINK ABOUT THEIR PROBLEMS

- I have (3) clients that I am working with in 3 different industries.

Websites

Current State:

Not getting any website conversations into sales

Dream State:

1 new high ticket customer per week, residual income, website working for them

Roadblock:

Site is not showing enough value, or describing the value in a convincing way

Solution:

Page needs to be re-written and reformatted to show value and trigger sales

Product:

Website designer to revamp the website and hire a copywriter to re-write the copy on the site.

Meme's

Current State:

Not getting any engagement on my social media page

Dream State:

Posts going viral, increased online status, monetizing my page

Roadblock:

Site is not showing enough content that interests the masses

Solution:

Page needs to be show content that other identify with and/or entertains and enlightens, and touched peoples emotions and interests

Product:

Gruvy Meme's with today's current topics with updated memes every day; as well as, exclusive meme's found knowhere else.

Tee Shirts

Current State:

Can't express myself the way I want to, censored on social media, introvert in life

Dream State:

Freely expressing myself and my ideas everywhere I go, I wear my heart on my sleeve

Roadblock:

Can't find shirts that actually look "good" ,interest me, or associate with my views and ideas in an artistic fashion

Solution:

Need to find a website with the products they desire, offer a way to have their idea created, or start their own t-shirt business

Product:

Tee Shirts that match most people's general ideas and offer a solution to have their own tee shirt created for a custom look that exactly matches what they are looking for