

cause and effect chain

If I pick a specific niche to dive into.

And if I search for prospects in this defined niche.

And if I analyze their business using the things learned in the Level 1 & 3 content (especially the LTV)

And if I come up with the best offer relevant to them and if possible send a FV. (A GSO offer if possible too)

And If I send the emails to them.

And If they open my email because I have **a good professional photo** that signals trust along with an intriguing subject line that drives curiosity for them to open.

And If they read through the email body and thought that I am different from any other copywriter outreaching to them. Because my email body is relevant to them, and I show up differently than just <compliment → FV>.

And If they like my offer and/or **FV**.

And if I **tease more value** on my follow up email to give over a quick sales call.

And if we agree to book the call.

And if I book the call with them.

And if I ask them the SPIN questions and talk with confidence.

And if I identify their true roadblocks and find a good solution to scale their business.

And if I get the deal on the sales call.

I WILL land **a client**.

Assumptions and unknowns:

What kind of photo should I put to signal trust and credibility? Suit to signal professionalism? With a car/plane to signal wealth? AI to signal creativity? All three criterias?

What type of FV will the prospect like? They don't care about the PAS framework, and very possibly can't know if my FV is good until they test it out.

How will I tease more value that is in the sweat spot of "Yes I want it" and not just "Too big probably not true"