

## Chain for goal

Land a paying client

- Use SPIN framework and confidence for land them
- I have to get them on a call
- They have to believe that I can produce the results I say I can and that I could be the solution to their desire to be more successful
- I have to show them my testimony and example of my copy to secure their belief
- They have to be interested in my offer
- I have to know what offer they will be interested in
- They need to like my free value to consider my offer
- I have to use all the copywriting tactics to write good copy
- I have to have a successful framework to work with
- I have to make free value
- I need to know what free value they would want
- I have to do research on their business and top players
- They need to open my email
- The SL needs to grab their attention and build curiosity
- I need to know what their biggest pains and desires are so I can craft an attention grabbing and intriguing SL

## Unknowns

- I don't know what offer they will be interested in
- I don't know what kind of free value would grab their attention most
- I don't know their biggest pains and desires