

MISSION

- List out important beliefs your reader must have to take the action you want
- List out all the claims you make
- Test different ways you can provide proof and influence them to believe

Important Beliefs

- The reader must believe in the brand and the reader also should believe that our product is the best product for them to achieve their desired outcome.
- The reader must also believe in the person delivering the product.
- The reader should also believe that the solution that is provided by us is the best solution for them.
- The reader should also believe in the promised outcomes / results that they will receive.

Our Claims

- We claim that our product will help them achieve their desired outcome
- We claim that our product has one of the top end facilities in the market

Different ways we can provide proof and influence belief in them

- We can first use the testimonial dump to prove that our product has worked for thousands of other people like them.
- Then we can demonstrate what kind of a life style the people who achieved their goals using our product lives
- We can then use the claim and proof pattern coupled with the Layman's explanation to explain that some of the techniques used in our service just simply work and show explanations of proof.
- We also show tons of social proof of huge amounts of people who have already followed and trusted this product.
- We can also niche down the copy so it is as specific as possible so it is related as much as possible to the customer.