

HEADLINES

- How and why it's important to be remembered
- You don't have to be a clown to be listened to
- How to make people blindly trust your business

OUTLINE

☐ Problem:

People struggle to trust your business or believe in your ideas because they don't know who you are. Not knowing who you are makes people doubt whether to believe in your words

☐ Agitate:

It doesn't matter how amazing your product or service is, if people do not believe in you they'll never buy. people need to believe in you first before believing in your product.

☐ Solve:

Build authority in your niche. Show people how competent you are.

Prove your worth as a genius marketer. Make it so whenever they read or hear about you they know who you are and what you represent.