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RESEARCH & DECISIONS

EXAMINATION TRIAD





PROSPECTS

- Problem Identification
- Wants/Desires
- Emotions/Feelings
- Beliefs
- Awareness Level

1.
PROSPECTS

PROSPECT PROBLEM

- Don't **Assume The Known Cause**
- Most prospects think the symptoms are the problem. They're not aware of what the actual underlying real problem is.
- Focus on symptoms, not “root problem”
- Focus on pain from symptoms, not “root problem”

1.
PROSPECTS

PROSPECT **PROBLEM**

- Is there an **Unaddressed Root Problem (URP)** which your solution resolves?
- URP: The real, underlying reason/cause of the superficial problem being focused on?
- Example: Declining Memory -> Household Toxin
- Example: Low Testosterone -> Poor Cellular Uptake



COMPETITORS

- Hook/Theme/Marketing Idea
- Promise, Claims, Benefits
- Unique Selling Proposition (USP)
- Unique Mechanism
- Offer Components

3.
PRODUCT

PRODUCT

- Catalyst
- Hook/Theme/Marketing Idea
- Promise, Claims, Benefits
- Unique Selling Proposition (USP)
- Unique Mechanism
- Offer Components

PRIMARY PROMISE

- **CHIEF RESULT, OUTCOME, TRANSFORMATION**

- Big, bold, audacious
- True and believable
- Specific, concrete, and tangible (**NOT VAGUE!**)
- Measurable

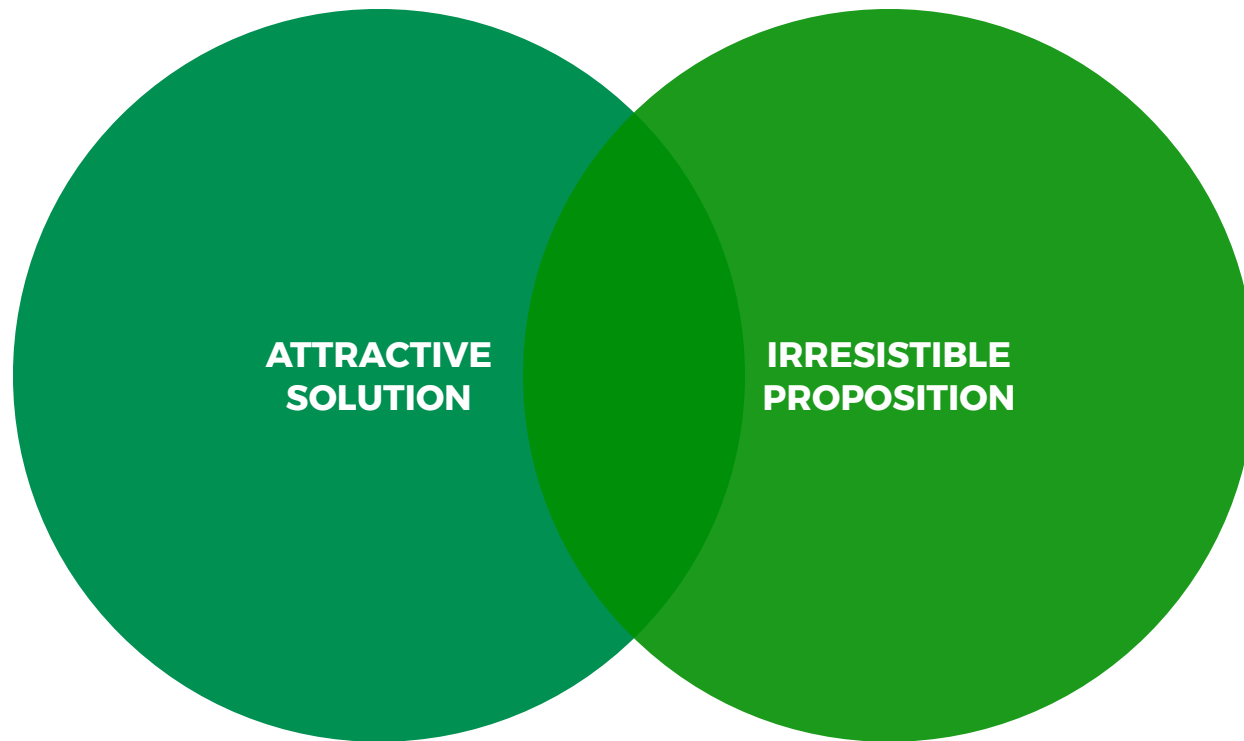
Prospect must be able to envision it in their mind's eye

- You want prospects to say to themselves, “This is exactly what I’ve been waiting for!” “This changes everything!”
- **The “magic wand” technique:** If you could grant your prospects anything, what would the magic result be?
- **The ideal client exercise:** Imagine your greatest future success story. What EXACT results did the client get? What did they experience? What was the transformation?

UNIQUE MECHANISM

- The unique piece, part, component, aspect, process, system, method, process, framework, etc., behind your product... which solves the problem and produces the result.
- It's **HOW** your product works!
- The reason **why your product works**.
- (This gives the justification for the hope the prospect feels when seeing your promise.)

THE OFFER “SOLUTION”



ATTRACTIVE
SOLUTION

THE OFFER “SOLUTION”

- Solves a significant problem
- Produces a big, desirable result
- New, not simply better (i.e. Replacement, not improvement)
- Is viewed as unique and different
- Is seen as superior to other options
- Is quick and easy to implement
- Produces fast results
- (At least a portion) Can be positioned as DFY
- Gives the prospect success confidence

“BARE BONES” BIG 3



TARGETED PROBLEM	PRIMARY PROMISE	(U.M.) PROCESS
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QUESTIONS TO ANSWER

- What is the problem you're going to solve?
- What are core benefits you're going to focus on?
- What are core emotions you're going to prod?
- What is the idea/hook you're going to use?
- What is the Unique Mechanism
- What are objections/concerns/beliefs which I will need to address?
- What's the vision I'm going to create for the after state?
- What is prospect's core emotion about the problem?
- What is the Buying Belief (Thesis) I need to establish in the mind of the prospect before going into the offer?

PRODDING EMOTIONS

- Fear
- Greed
- Guilt/Shame
- Belonging/Exclusivity
- Anger
- Pride
- Envy

PROSPECT BUYING “RISKS”

- Financial loss
- Loss of face
- Loss of time
- Inconvenience
- Hassle or intimidation
- Unsatisfactory results
- Disappointment and frustration

CAMPAIGN THESIS

- Statement of superiority...
- Primary Promise...
- Unique Mechanism
- “The [statement of superiority] way to [Primary Promise] is with [Unique Mechanism].”
- The [most effective] way to [get new buyers every day] is with [the E5 Method].

CAMPAIGN THESIS+

- Include Catalyst when appropriate
- “The [statement of superiority] way to take advantage of [Catalyst] so you can [Primary Promise] is with [Unique Mechanism].”
- The [most effective] way to leverage the [iOS tracking update] so you can [get flawless marketing metrics] is with [Pixel Refreshing].