VEHICLE & DOMINO BELIEF

Thinking about your *framework* or *methodology*, what does someone need to believe so that they would know this framework will deliver them the results?

What is the ***one thing*** that will get your client from their current pain to the desired result? *Hint: It's not you or your course.*

NAME YOUR VEHICLE: _____

Vehicle Brainstorm:

IDENTIFY THEIR DOMINO BELIEF:

Making the Case:

How has your vehicle worked for others?
What are the natural benefits of using your vehicle?
What are the side effects of using your vehicle?
In which ways does this vehicle deliver the desired transformation?
How fast will the vehicle deliver the desired benefits?

"[VEHICLE] IS THE [SUPERLATIVE] WAY TO [TRANSFORMATION]"

FREEBIE TITLE: _____

*Hint: Your freebie should address their domino belief directly **or** help them take the first step toward accepting that domino belief.*

Ex. Belief:

"7 ways launching will build your business faster than traditional marketing"
"5 reasons entrepreneurs fail their first launch and how to avoid the same mistakes"
"What you need to **KNOW** *before scaling a launch"*

Ex. First Steps:

"The simple launch plan anyone can do that pays you to build your list"
"The complete guide to overcoming technology for your first (or next) launch"
"What you need to **DO** *before scaling a launch"*

Title Brainstorm:

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LITMUS:

1. *Does my offer teach/show people how to use the vehicle mentioned above?*
2. *Does your free gift address their domino belief and/or help them take the first steps toward accepting the new belief?*