

*PRE-OFFER

PERFECT OFFER BLUEPRINT

1. YOUR PERFECT BUYER

AGE: M/F INCOME:

THEIR SPECIFIC PROBLEM

WHAT ARE THEY DOING THAT CAUSES THAT PROBLEM?

HOW DOES YOUR SOLUTION SOLVE THAT PROBLEM:

2. CORE OFFER VALUE

" MY PERFECT OFFER HAS"

1. ANSWERS TOP OBJECTIONS

2. EASY TO UNDERSTAND

3. EASY TO DELIVER

4. SIMPLE TO CONSUME

5. BUILT IN URGENCY

6. SETS UP FUTURE SALE

7. DEMONSTRATES 10X VALUE

8. _____

9. _____

10. _____

3. CUSTOMERS TOP 3 OBJECTIONS

#1 CUSTOMER OBJECTION

#2 CUSTOMER OBJECTION

#3 CUSTOMER OBJECTION

CUSTOMERS TOP 3 WANTS & NEEDS

WANTS

NEEDS

#1 _____

#2 _____

#3 _____

KEYSTONE NEED:

BUILD YOUR OFFER

CORE OFFER VALUE

CORE	SOFTWARE	SERVICE	MEMBERSHIP	TRAINING SYSTEM	OTHER
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TRAINING	HOW TO BEST USE THE CORE	GET THE MOST OUT OF THE CORE	WHAT IF?	WHY HOW	DELIVERY FORMAT
					 VIDEO  AUDIO  PDF  LOGIN ACCES

MASTERCLASS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	30 DAY REFUND	WEEK 5	WEEK 6
	_____	_____	_____	_____	_____	_____	_____

\$\$BONUSES\$\$

FAST ACTION

LIMITED

#1 VALUE _____

#2 VALUE _____

#3 VALUE _____

OFFER VALUE

#1 CORE \$ _____ #4 FAST ACTION BONUS \$ _____

#2 TRAINING \$ _____ #5 LIMITED BONUS \$ _____

#3 MASTERCLASS \$ _____ TOTAL VALUE \$ _____ (10X ASKING PRICE)

ASKING PRICE \$497/997

+ PAYMENT OPTIONS