

What's in it for your client?

Build your unique offer. Here are some categories:

Availability

Unique Marketing

Approach

Individual/Team (think outside the box):

Results (listed/sold, % list, DOM)

Experience/Knowledge

Additional Services (concierge)

Communication

Technology

Philosophy and Values

Social Proof

(then turn each one into a benefit for THEM... when I do this, here's what's in it for you...)

The Framework of a Mafia Offer

What would be the irresistible offer?

(forget about limiting beliefs... in their eyes, what is an offer they couldn't refuse?)

The 60-Minute Pitch Builder

(schedule 60 minutes of focus time and answer these questions)

I think you want:

- 1)
- 2)
- 3)
- 4)
- 5)

Here is a list of what you get when you hire me:

(explain features / benefits... you get _____, which means _____)

- 1)
- 2)
- 3)
- 4)
- 5)

If I were trying to guess the top 10 questions/objections you'd have about working together, they would be:

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

Here's how I would clear those up for you:

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

I want you to be completely without risk...so here's my guarantee:

It's really easy to get started...you just:

Once you decide to get started here's what's going to happen:

You need to do this right NOW because:

Here's a list of people who have already [done this] and exactly what happened for them: