

Crafting the Core Promise for Your Offer

YOUR BEST CASE STUDY

How have you helped them? What results?

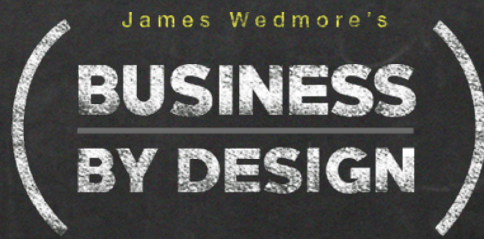
How about next year? 5 years from now?



**What is the cost of *not buying* your product?
Of *not solving* this problem?**

**Who will your Customer become as a result
of your offer? How will other see them?**

How can you provide these results as easily as possible?



How can you get these results faster for your Customer?

**What is the ultimate outcome you provide
for your ideal Customer? Specific results?**