

IRRESISTIBLE OUTCOME IDENTIFIER

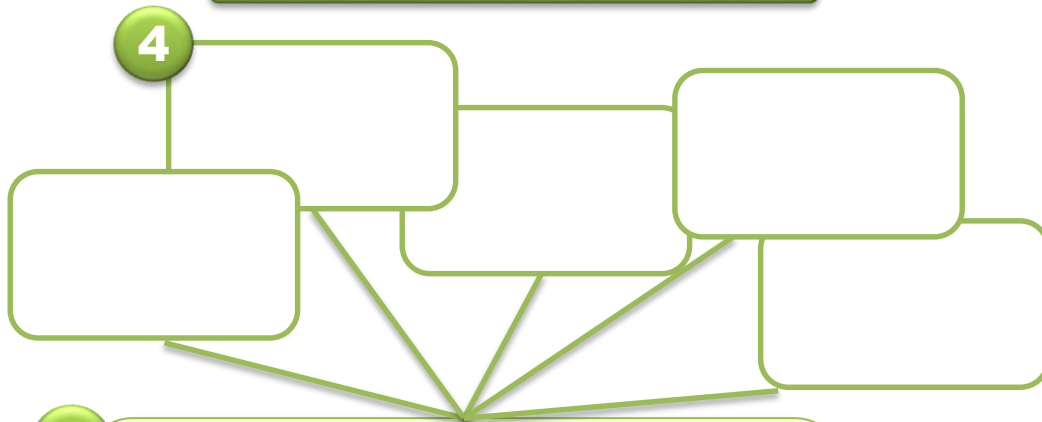
INSTRUCTIONS

On the next page:

- 1 Fill in your product, services, or program.
- 2 Identify the problem and solution your product, program, or services address.
- 3 What is the problem your client has before they realize they have the problem your product, services, or program solves? **OR**, this could potentially be the same problem that your product, services, or program solves with the solution being learning the new way of doing things (a high level overview of the system your product, services, or program uses).
- 4 Brainstorm Irresistible Freebie “outcomes” (the results people will get from your Irresistible Freebie) that will get your potential clients’ attention.
- 5 Choose the Irresistible Freebie outcome that will attract ideal clients predisposed to investing in your products or services.

IRRESISTIBLE OUTCOME IDENTIFIER

Brainstorm Possible Outcomes



5

IRRESISTIBLE FREEBIE OUTCOME



1

Superhero Transformation for Your Offer
(The big promise)

3

P.S.

Problem:

Solution:

2

P.S.

Problem:

Solution: