

**Position for Profits Production Lab**

Creating a **Hot Offer** starts with knowing exactly what you and your business stand for. Those are the elements that will make your offer and your marketing stand out and attract clients who resonate with your message.

**List the five key things you/your company stands for/believes in.**

1

---

---

---

---

2

---

---

---

---

3

---

---

---

---

4

---

---

---

---

5

---

---

---

---