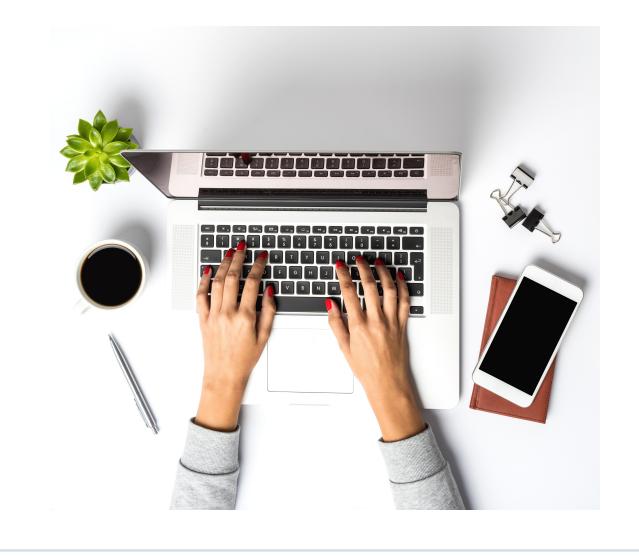
#### FUNCTIONAL MEDIA

# CRAFTING YOUR OFFER



#### YOUR OFFER

#### **FEATURES**

Not rooted in logic, emotion based.



What they get: quantitative / tangible



#### YOUR OFFER

#### HOW WILL IT BE DELIVERED / CONSUMED?

#### URGENCY / SCARCITY FACTORS?

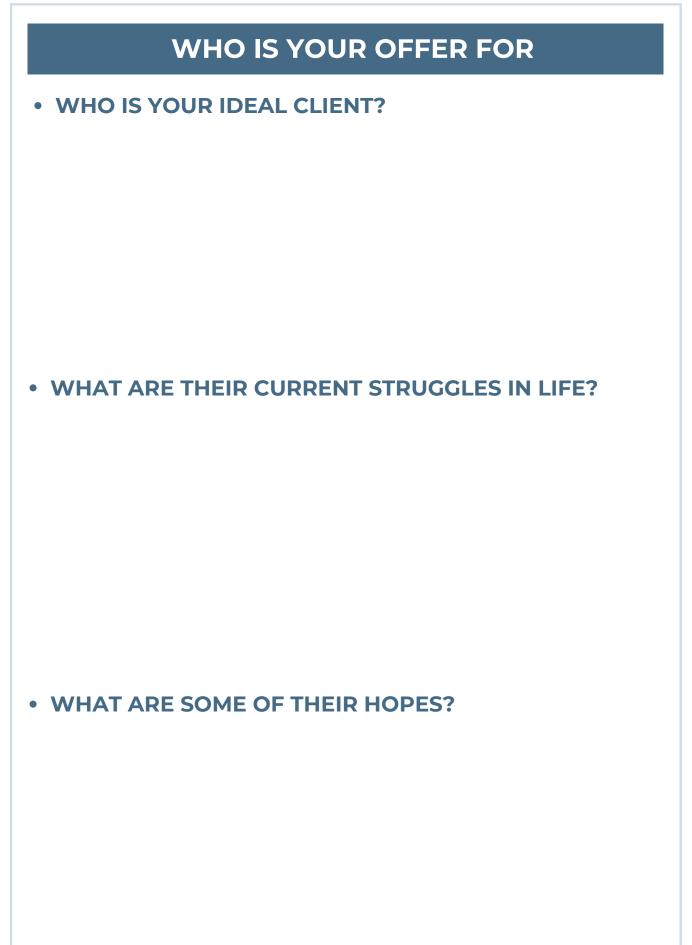
#### **BONUSES?**

# WHY YOU **"FORMAL CREDENTIALS" T"INFORMAL CREDENTIALS" RELATED EXPERIENCE** SOCIAL PROOF

#### WHY YOU

## **YOUR STORY**

FUNCTIONAL MEDIA



#### WHO IS YOUR OFFER FOR

• WHAT FEELINGS DO THEY WANT TO FEEL MORE OF?

• WHAT FEELINGS DO THEY WANT TO AVOID FEELING?

• HOW WILL THEIR LIVES CHANGE IF THEY INVEST IN YOUR OFFER?

# • HOW WILL THEIR LIVES NOT CHANGE IF THEY DON'T INVEST IN YOUR OFFER?

#### HOW IS YOUR OFFER DIFFERENT

WHAT ARE THEIR FRUSTRATIONS REGARDING EXISTING SOLUTIONS?

#### HOW IS IT DIFFERENT THAN OTHER PRODUCTS?

# DID YOU LIKE THIS WORKSHEET?

This worksheet is part of the "How to sell on Social Media masterclass"

So, if you want to take this Masterclass, I have a special offer for you....

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