



Leverage your Undisputable Message so that potential clients are compelled to buy.

START

HOW TO PLAY: Listen to what your potential client is saying and document their answers. Do this in a way that directs them to the perfect product/service.

CONVERSATION STARTERS:

- What do you need next?
- What's working, what's not working, what's missing?
- If I had a magic wand, what would your wish be?
- What are your goals for next three months?
- How can I make your day?

1 YOUR WORLD DOMINATING™ MESSAGE

THE BRAND

IDEAL CLIENT

WHAT WE DO FOR THEM

THE OUTCOMES THEY WANT

AUTHORITY

SUPPORT

WHO

ACTION

WHAT

GOAL

DESIRES

blink

HELPS

CEOs

BUILD

COMPANIES THAT

HONOR

THEIR FINANCES, PASSIONS & FAMILIES

2 POSITION YOUR WORDS IN THEIR LANGUAGE

YOUR IDEAL CLIENT

WHAT YOU DO FOR THEM

SUPPORT

WHO

ACTION

WHAT

I/WE/

THE OUTCOMES THEY WANT

GOAL

DESIRES

THAT/

THEIR/

3 PICK OR BUILD THE APPROPRIATE PRODUCTS THAT SPEAKS TO THEIR DESIRES

PRODUCT ENTRY LEVEL

PRODUCT MID LEVEL

PRODUCT HIGH LEVEL

NAME

DELIVERABLE

OUTCOMES

PRICE

OTHER

NAME

DELIVERABLE

OUTCOMES

PRICE

OTHER

NAME

DELIVERABLE

OUTCOMES

PRICE

OTHER