

A silhouette of a person digging in the ground with a shovel, set against a bright sunset sky. The person is bent over, and the sun is low on the horizon, creating a strong backlight effect. The scene is framed by a dark, silhouetted landscape.

**STEP 2**

# THE **BIG PROMISE**



A hand is shown drawing a diagram on a teal chalkboard. The diagram consists of several 'X' marks and arrows. One arrow points from a large 'X' on the left towards the center. Another arrow points from the center towards a smaller 'X' on the right. A third arrow points from the right towards a 'T' shape. Below the 'T' shape is a '0'. To the right of the 'T' shape is another 'X' with a horizontal line through it, and below that is another '0'. The background is a teal chalkboard with white chalk drawings.

# **FREEDOM** WORKSHEET



# FREEDOM WORKSHEET: THE BIG PROMISE FRAMEWORK

Craft A Specific, Measurable & Irresistible Promise For Your Perfect Prospect



## MEASURABLE BIG PROMISE MOVING AWAY FROM PAIN

#1 BARRIER OBJECTION OR THING TRIED BEFORE

#2 BARRIER OBJECTION OR THING TRIED BEFORE

## MEASURABLE BIG PROMISE MOVING TOWARD PLEASURE

#1 BARRIER OBJECTION OR THING TRIED BEFORE

#2 BARRIER OBJECTION OR THING TRIED BEFORE

Choose The More Compelling Of The Two Above And Write Out Your Complete BIG PROMISE In R.T.O (Result, Time Frame, Objection Format

*EX: How To [Achieve X] In [X Time Frame] Without [Barrier/Objection] or [Barrier/Objection]*

**ROUGH DRAFT BIG PROMISE**



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MEASURABLE BIG PROMISE MOVING AWAY FROM PAIN

**Lose 10 Pounds In 20 Days**

#1 BARRIER OBJECTION OR THING TRIED BEFORE

**Doesn't Want To Work Out**

#2 BARRIER OBJECTION OR THING TRIED BEFORE

**Tried Tons Of Fad Diets**

MEASURABLE BIG PROMISE MOVING TOWARD PLEASURE

**Double Your Energy In 30 Days**

#1 BARRIER OBJECTION OR THING TRIED BEFORE

**Healthy Food Is Too Expensive**

#2 BARRIER OBJECTION OR THING TRIED BEFORE

**Don't Have Discipline**

Choose The More Compelling Of The Two Above And Write Out Your Complete BIG PROMISE In R.T.O (Result, Time Frame, Objection Format

*EX: How To [Achieve X] In [X Time Frame] Without [Barrier/Objection] or [Barrier/Objection]*

**ROUGH DRAFT BIG PROMISE**

**How To Drop 10 Pounds of Stubborn Fat In As Little As 20 Days Without Tedious Workouts or Fad Diets**

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## ROUGH DRAFT BIG PROMISE

## BIG PROMISE REWRITES



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## BIG PROMISE REWRITES

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## ROUGH DRAFT BIG PROMISE

How To Drop 10 Pounds of Stubborn Fat In As Little As 20 Days Without Tedious Workouts or Fad Diets

## BIG PROMISE REWRITES

How To Drop 10 Pounds of Belly Fat In Just 20 Days Without Fad Diets or Stepping Foot In A Gym

How To Lose 10 Pounds in the Next 20 Days Without Deprivation Dieting or Even Working Out

EXAMPLES