

A silhouette of a man and a child on a mountain peak at sunset. The man is standing and leaning forward, holding the child's hand. The child is sitting on the ground. The sun is low on the horizon, creating a bright glow and long shadows. The sky is filled with soft, golden light. The foreground is dark, showing the silhouette of the mountain and some trees.

STEP 2

THE **BIG PROMISE**

A hand is shown drawing a diagram on a chalkboard. The diagram consists of several 'X' marks and arrows. One arrow points from a large 'X' on the left towards a smaller 'X' on the right. Another arrow points from a 'T' shape towards a '0' shape. There are also several other 'X' marks and arrows scattered across the board, some pointing towards the right and others in various directions. The chalkboard is a dark teal color, and the hand is holding a piece of white chalk.

FREEDOM WORKSHEET

FREEDOM WORKSHEET: TRANSFORMATIVE BENEFIT BLUEPRINT

Determine The Most Attractive Solution You Can Provide For Your Perfect Prospect



MEASURABLE PAIN/PROBLEM #1

HOW MUCH - HOW QUICKLY

MEASURABLE BENEFIT/DESIRE #1

HOW MUCH - HOW QUICKLY

MEASURABLE PAIN/PROBLEM #2

HOW MUCH - HOW QUICKLY

MEASURABLE BENEFIT/DESIRE #2

HOW MUCH - HOW QUICKLY

MEASURABLE PAIN/PROBLEM #3

HOW MUCH - HOW QUICKLY

MEASURABLE BENEFIT/DESIRE #3

HOW MUCH - HOW QUICKLY

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MEASURABLE BENEFIT/DESIRE #2

HOW MUCH - HOW QUICKLY

MEASURABLE PAIN/PROBLEM #3

HOW MUCH - HOW QUICKLY

MEASURABLE BENEFIT/DESIRE #3

HOW MUCH - HOW QUICKLY

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MEASURABLE PAIN/PROBLEM #1

Reduce Objections

HOW MUCH - HOW QUICKLY

By 50% Immediately

MEASURABLE BENEFIT/DESIRE #1

Gain First Instagram Followers

HOW MUCH - HOW QUICKLY

1000 In 30 Days

MEASURABLE PAIN/PROBLEM #2

Reduce Monthly Electric Bill

HOW MUCH - HOW QUICKLY

10-30% In 30 Days

MEASURABLE BENEFIT/DESIRE #2

Generate Leads

HOW MUCH - HOW QUICKLY

10-20 A Day - Within 90 Days

MEASURABLE PAIN/PROBLEM #3

Reduce Wrinkles

HOW MUCH - HOW QUICKLY

50% - In 30 Days

MEASURABLE BENEFIT/DESIRE #3

Get More Dates

HOW MUCH - HOW QUICKLY

2 Dates A Week - Within 30 Days

EXAMPLES

FREEDOM WORKSHEET: TRANSFORMATIVE BENEFIT BLUEPRINT

Determine The Most Attractive Solution You Can Provide For Your Perfect Prospect



MEASURABLE PAIN/PROBLEM #1

Reduce Cravings

HOW MUCH - HOW QUICKLY

By 50% Within 7 Days

MEASURABLE BENEFIT/DESIRE #1

Gain Energy

HOW MUCH - HOW QUICKLY

By 2X In 30 Days

MEASURABLE PAIN/PROBLEM #2

Lose Weight

HOW MUCH - HOW QUICKLY

10 Pounds In 20 Days

MEASURABLE BENEFIT/DESIRE #2

Save Grocery Money

HOW MUCH - HOW QUICKLY

50 Per Week - Immediately

MEASURABLE PAIN/PROBLEM #3

Drop Inches From Waist

HOW MUCH - HOW QUICKLY

2-4 Inches - In 30 Days

MEASURABLE BENEFIT/DESIRE #3

Get Bikini Ready

HOW MUCH - HOW QUICKLY

..... In 30 Days

EXAMPLES

A silhouette of a man and a child on a mountain peak at sunset. The man is standing and leaning forward, pointing towards the child who is sitting on the ground. The sun is low on the horizon, creating a bright, golden glow in the sky. The foreground is dark, showing the silhouette of the mountain and some trees.

STEP 2

THE **BIG PROMISE**

A hand is shown drawing a diagram on a chalkboard. The diagram consists of several 'X' marks and arrows. One arrow points from a large 'X' on the left towards a smaller 'X' on the right. Another arrow points from a 'T' shape towards a '0' shape. There are several other 'X' marks and arrows scattered across the board, some pointing towards the right and others in various directions. The background is a dark teal color.

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

FREEDOM WORKSHEET: THE BIG PROMISE FRAMEWORK

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



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

FREEDOM WORKSHEET: THE BIG PROMISE FRAMEWORK

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



ROUGH DRAFT BIG PROMISE

BIG PROMISE REWRITES

FREEDOM WORKSHEET: THE BIG PROMISE FRAMEWORK

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



ROUGH DRAFT BIG PROMISE

BIG PROMISE REWRITES

FREEDOM WORKSHEET: THE BIG PROMISE FRAMEWORK

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



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