

THE EXPOSURE MECHANISM CHEAT SHEET

Step into the mind of your Perfect Prospect and Identify Their Needs & Desires



1

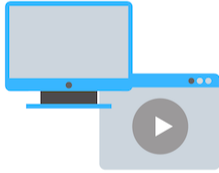


CONSULTATION CALL

A Consultation Funnel is the most basic Exposure Mechanism. Great for Network Marketers, Agencies, Coaches, Consultants, Service Providers etc., and especially ideal for offers over \$2000.

OR...

2



WEBINAR (Or Sales Video)

A Webinar Funnel is a more advanced Exposure Mechanism that can be live or automated. Ideal for price points \$297 and up. (Sales video for anything less).

OR...

3



LAUNCH SERIES

A Launch Funnel is also a more advanced Exposure Mechanism that drips content on your prospect over a series of days. It's ideal for trust building and educating prospects into the sale.

THE ULTIMATE FREEDOM FUNNEL

A complete automated sales machine customized to your business model and price points

