IRRESISTIBLE OFFER MATRIX
Craft a Step by Step Path of Transformation for Your **Perfect Prospect**

DIGITAL FREEDOM FORMULA

BIGGEST PAIN/PROBLEM

BIG PROMISE

NAME OF YOUR IRRESISTIBLE OFFER

PHASE 1

PHASE 2

PHASE 3

NAME OF YOUR IRRESISTIBLE OFFER

PHASE 1	PHASE 2	PHASE 3

PAIN: The Pain that your Perfect Prospect (and others like them) feels before this step

PROBLEM / REASON: The Problem or Reason responsible for the pain

WHAT YOU TEACH / HOW IT WORKS: Highlights the details of your step and why it's different and how it works

BENEFIT / OUTCOME: What the specific (possibly measurable) Benefit is of using your approach

HIDDEN BENEFIT / TRANSFORMATION: The Hidden Benefit or Transformation your avatar will experience

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PHASE 1	PHASE 2	PHASE 3

PHASE 1

STEP 3

STEP 2

STEP 1

PHASE 2

STEP 3

STEP 2

STEP 1

PHASE 3

STEP 3

STEP 2

STEP 1