

A man in a dark suit and tie is shown from the waist up, holding a large red arrow that points to the right. The arrow is mounted on a white brick wall. In the center of the wall, there is a white rectangular sign with the text "STEP 3" in bold, black, sans-serif capital letters. To the right of the sign, numerous US dollar bills are shown falling or flying through the air, creating a sense of motion and abundance. The background is a plain white brick wall.

**STEP 3**

# THE **IRRESISTIBLE OFFER**



# FREEDOM WORKSHEET



# UNSTOPPABLE **PERSUASION** PROTOCOL

# UNSTOPPABLE PERSUASION PROTOCOL

Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

IRRESISTIBLE OFFER NAME



**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

**MISCONCEPTION / CONVENTIONAL APPROACH:** Highlights conventional belief / approach / objection

**THE TRUTH / BETTER WAY:** Challenges the above and creates new belief / approach

**YOUR SOLUTION:** The Name (Unique Mechanism) for this step that incorporates your approach

**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

# UNSTOPPABLE PERSUASION PROTOCOL

Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

PHASE 1 NAME



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# UNSTOPPABLE PERSUASION PROTOCOL

Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

PHASE 2 NAME



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# UNSTOPPABLE PERSUASION PROTOCOL

Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

PHASE 3



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Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

P1 STEP 1 NAME



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# UNSTOPPABLE PERSUASION PROTOCOL

Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

P1 STEP 2 NAME



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Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

P1 STEP 3 NAME



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# UNSTOPPABLE PERSUASION PROTOCOL

Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

P2 STEP 1 NAME



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**YOUR SOLUTION:** The Name (Unique Mechanism) for this step that incorporates your approach

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# UNSTOPPABLE PERSUASION PROTOCOL

Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

P2 STEP 2 NAME



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# UNSTOPPABLE PERSUASION PROTOCOL

Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

P2 STEP 3 NAME



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# UNSTOPPABLE PERSUASION PROTOCOL

Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

P3 STEP 1 NAME



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# UNSTOPPABLE PERSUASION PROTOCOL

Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

P3 STEP 2 NAME



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Craft a Persuasive Marketing Argument for Each Step of Your Irresistible Offer

P3 STEP 3 NAME



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