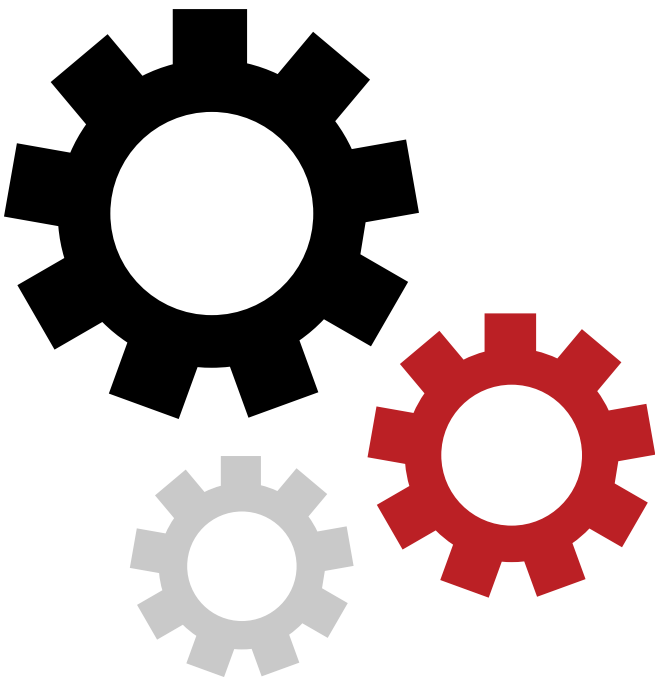


FUNNEL COPY FIX

5-DAY CHALLENGE

Workbook

**I'm breaking down
the exact steps I use
to help my clients
convert like crazy!**



Day 1

CAPTURE ATTENTION

Studies show you only have _____ to catch someone's attention.

The BEST way to make sure you're capturing attention and moving it the direction that will lead to conversions is to create a _____.

A Focus Statement:

- 1) _____
- 2) _____
- 3) _____

5 Elements of a Focus Statement

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

If you can get the _____ to understand that the key to _____ without _____ is by _____, which can only be achieved through _____, then they will convert.

Day 1

CAPTURE ATTENTION

Using the Focus Statement to Create Headlines

You can now take the 5 elements of your Focus Statement to create attention-capturing headlines.

_____ - _____
_____ + _____
_____ - _____ + _____

HOMework

It's time to create your own Focus Statement! List the 5 elements that will make up your Focus Statement for the sales funnel you're working on.

1. Who is your Ideal buyer, 2. What is their Ultimate goal, 3. What is their Deepest pain, 4. What is your Unique mechanism, 5. What is your Offer
- *Make sure to add your answer to the Homework thread in the group!

CREATE CONNECTIONS WITH STORIES

The best way to ethically engage pain points to connect with your target audience's emotions is to _____.

Three Reasons Stories are So Effective

- _____.
- _____.
- _____.

Struggling With Story? Use This Framework!

For simple stories that convert, use the _____.

- And sets up the _____.
- But introduces _____ and _____.
- Therefore provides the _____.

HOMework

ABT Story Framework

Comment in the homework thread when you finish this worksheet to earn your Connect badge.

COMMUNICATE CLEARLY

The _____ of the offer is the ONE thing audiences REALLY need to know before they will open up their wallets, and it's made up of four pieces of information:

- _____.
- _____.
- _____.
- _____.

The audience really needs to know:

- What makes this work _____?
- What makes this _____?

If you haven't communicated the _____ clearly, the audience feels like all you care about is _____.

Establishing a clear unique selling proposition helps your target audience avoid falling into _____ and _____.

CONVERT LIKE CRAZY

The offer will convert when you can communicate the _____ so strongly that there's no other logical response than to _____.

The Two Conclusions

1. _____

How? Make the offer's _____ stand out.

2. _____

How? By _____. Show them the _____ they will experience if they don't act.

Use _____, one of the most powerful words in the English language.

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CONVERT LIKE CRAZY

HOMEWORK

Paint Your Target Audience's Future - What will your customer's future look like if they work with you? Then consider the alternative - what will their future look like if they don't work with you? Comment in the homework thread when you finish this worksheet to earn your Connect badge.

NOTES

CRUSH OBJECTIONS

The two most dangerous words that stand in the way of sales are _____ .
_____ exist whether you acknowledge them or not.

The 4 Big "What If" Objections

- _____
- _____
- _____
- _____

Objection #1: What if I can't afford it?

- Cost of _____
- Cost of _____
- Cost of _____
- _____

Objection 2: What if I don't have time for it?

- Be _____
- Make it _____

CRUSH OBJECTIONS

Objection 3: What if I can't do it?

- Showcase the _____
- Bridge the _____
- _____

Objection 4: What if it doesn't work?

- Know what they've _____
- Remove risk by _____

HOMework

It's Your Turn to Crush Objections! What objections will you be crushing in your copy before your audience even has a chance to get confused by "What if's"? Comment in the homework thread when you finish this worksheet to earn your Connect badge.