





Persuade to profit

Module 2: Checklist

1. You know your market and what they want. 
2. You know what is selling in your market. 
3. You are charging at least \$1,500 for your offer 
4. You know what type of offer you want to create. 
5. Create at least 5 video testimonials. 
6. Make sure your sales copy is benefit-rich. 
7. You know how to handle the objection, "I can't afford it." 
8. You have a plan to put your content out there consistently. 
9. Leaves your audience wanting more of what you offer 
10. You identified your money block and a way to resolve it. 