



Persuade to Profit[®] Framework

Persuade to Profit[®] Objectives

- **Create a Scalable Product That's Easy to Sell**
 - **Create and Understand Your Customer Journey**
 - **Create Phase 1 System and Phase 2 Systems**
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- **Accelerate Your Authority By Establishing Expertise**
 - **Build Rapport by Crushing Your Content**
 - **Position Your Product As The Solution to Problems**
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- **Invoke Your Inner Hunter/Huntress So Number 1 Focus in Revenue Generation**
 - **Slay Your Sales Calls So You Increase Close Rate**
 - **Follow Up With Fierceness So You Don't Leave Money on the Table**