

MODULE 2: LESSON 9

THE LAUNCH BIBLE

10x SALES
PAGES

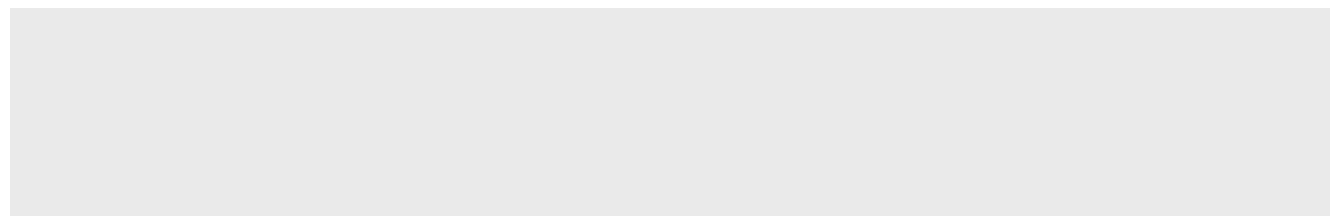


Section 1 – Your 3D Avatar

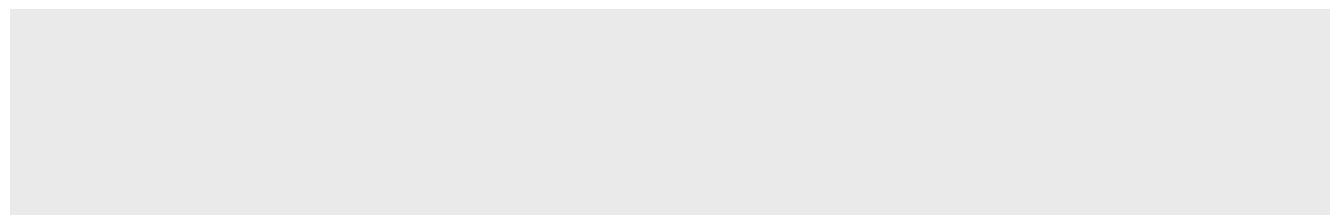
Sourced from:

1. 67 Questions Workbook (Sections 1-3 & 6)

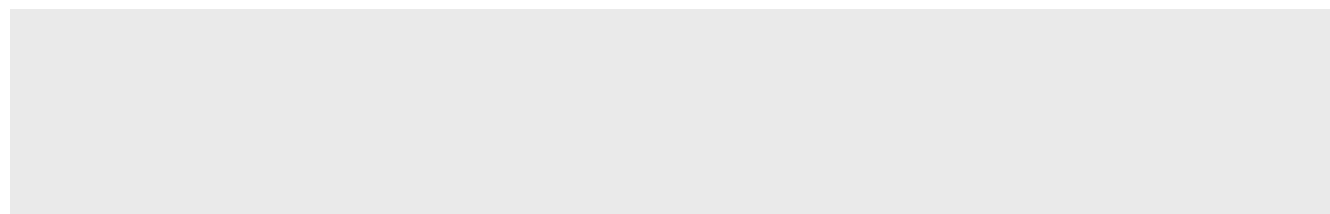
Demographics



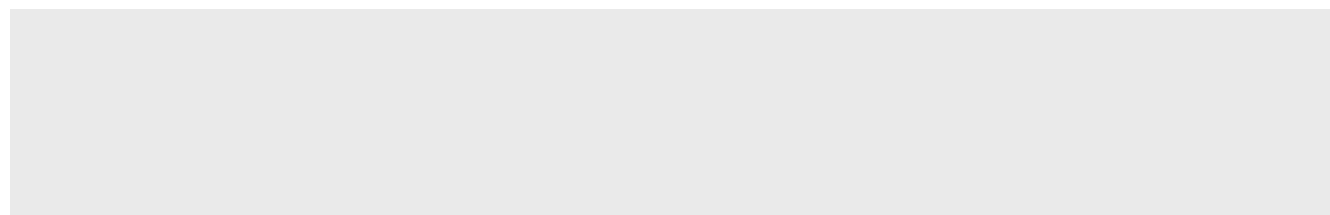
Psychographics



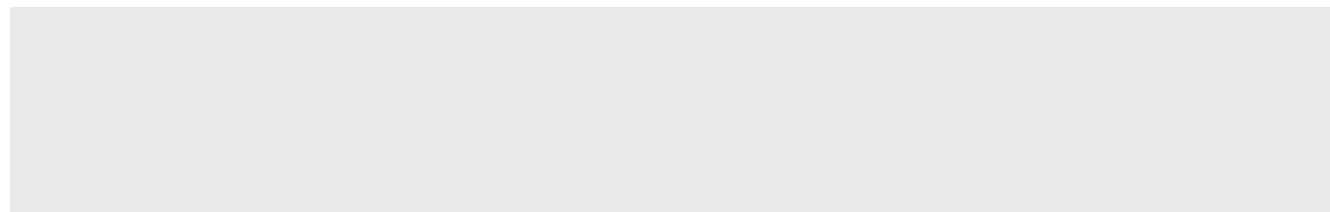
Ethosgraphics



Sources of Exclusive Empowerment



Sources of Self Forgiveness





The PERFECT Buyer

Sourced from:

- 1. 67 Questions - Section 6 + Million Dollar Bet Exercise**
- 2. Enrollment Extractor Workbook (Section 6)**

Has accomplished: (Source of EE-1)

Has endured + overcome: (Source of EE-2)

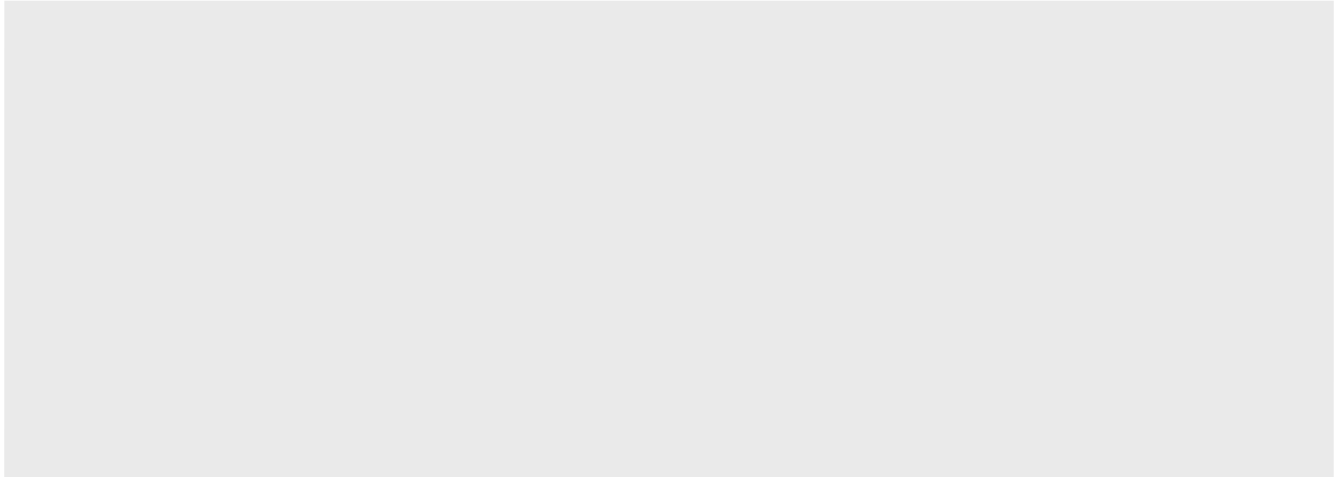
Is actively enduring:

Is actively expressing:

Section 2 – About YOU as the perfect mentor for them

Sourced from:

1. 67 Questions - (Section 4)



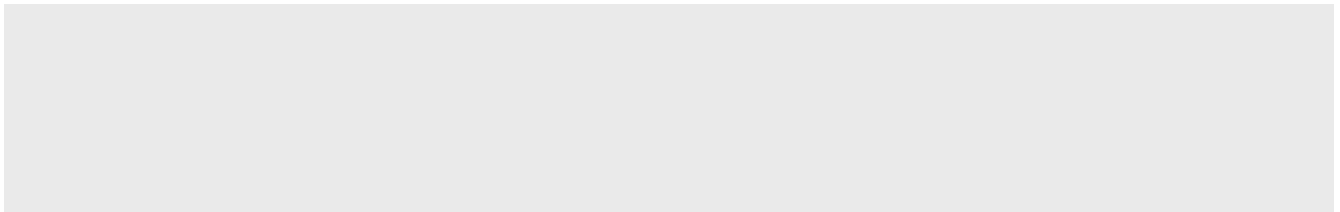
Section 3 – Pain and Pleasure

Sourced from:

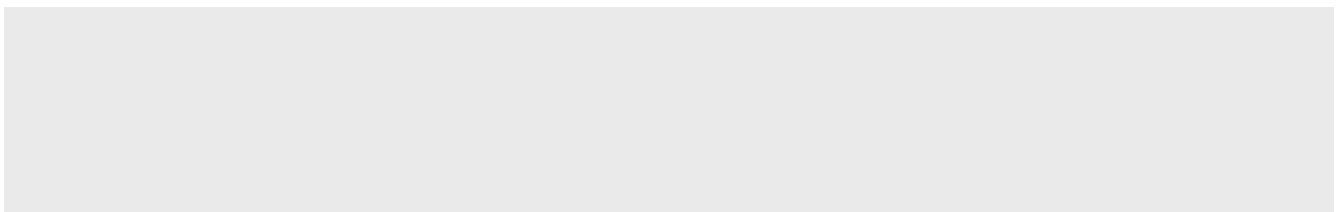
1. 67 Questions (Multiple)

2. Enrollment Extractor Workbook (Section 1 & 2)

3.1 - Bleeding Neck Pain Points



3.2 - Sources of Disillusionment (ie. previous misfires)



3.3 - Agitating the Wound (Superficial, Subcutaneous, Stitched Up)

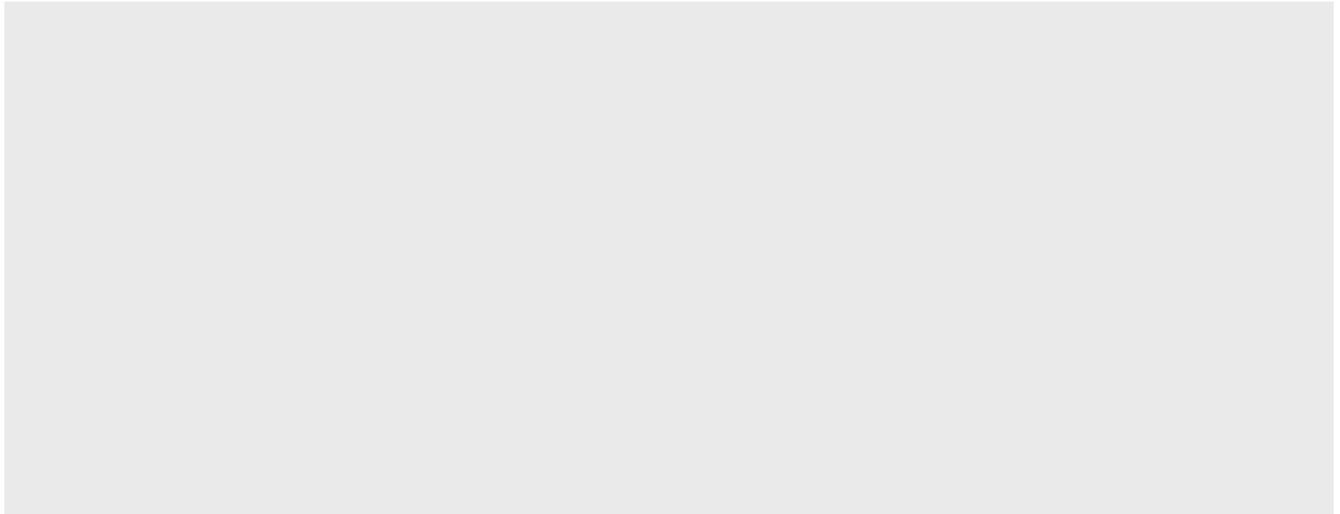
Wound:	Superficial (surface)	Subcutaneous (soul)	Stitched up
Outcome/ Goal			
Process & Pursuit			
Personal			
Interpersonal			

3.4 - Moment of Highest Tension (4-5 sentences in vivid detail)

Sourced from:

1. 67 Questions Workbook (Section 10)

2. Enrollment Extractor Workbook (Section 1)

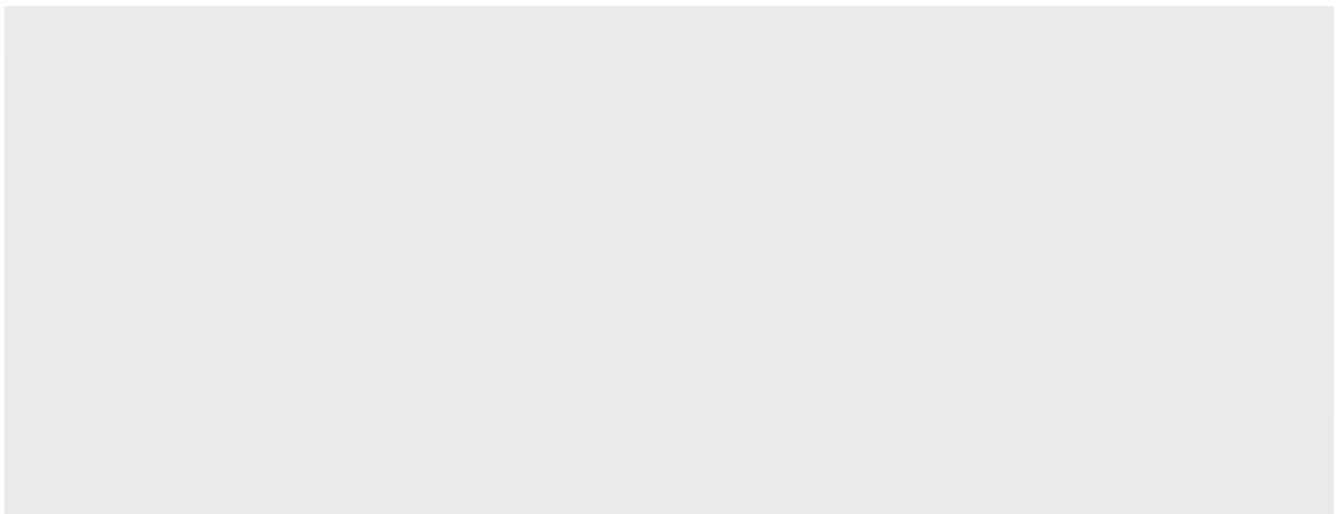


3.5 - Moment of Highest Pleasure (4-5 sentences in vivid detail)

Sourced from:

1. 67 Questions Workbook (Section 10)

2. Enrollment Extractor Workbook (Section 2)





Section 4 – Sacred Cows & Empowering Reframes

Sourced from:

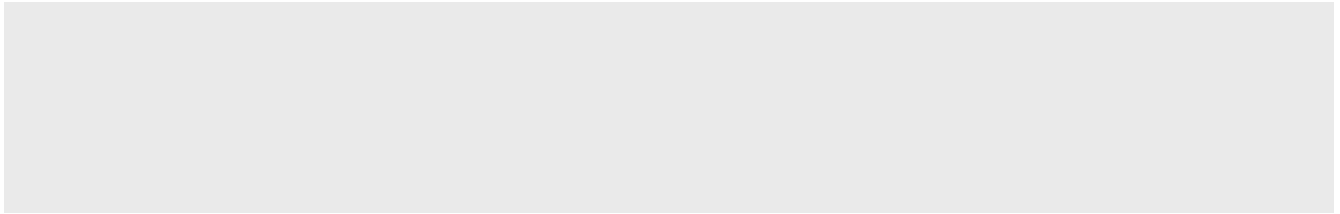
1. 67 Questions Workbook (Section 5)
2. Enrollment Extractor Workbook (Section 3)

Summary:

Sacred Cow	Corresponding Shift	Most Compelling Reason to Believe (case study / your experience, etc.)

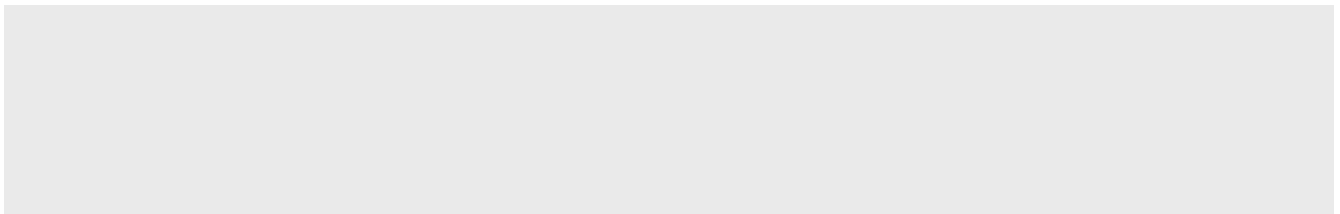
Section 5 – Additional Assurances/Reasons to Believe

5.1 Case studies or client stories that reinforce your message above

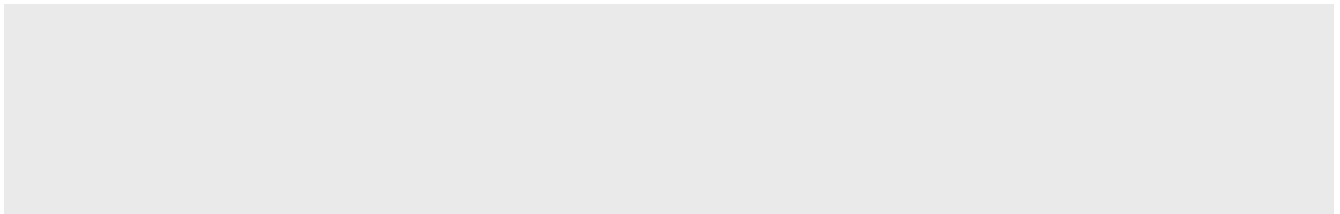


5.2 Testimonial Bank

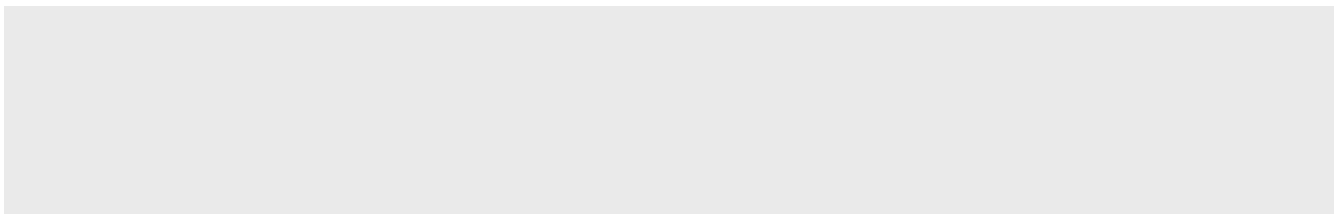
Testimonials Related to Outcome:



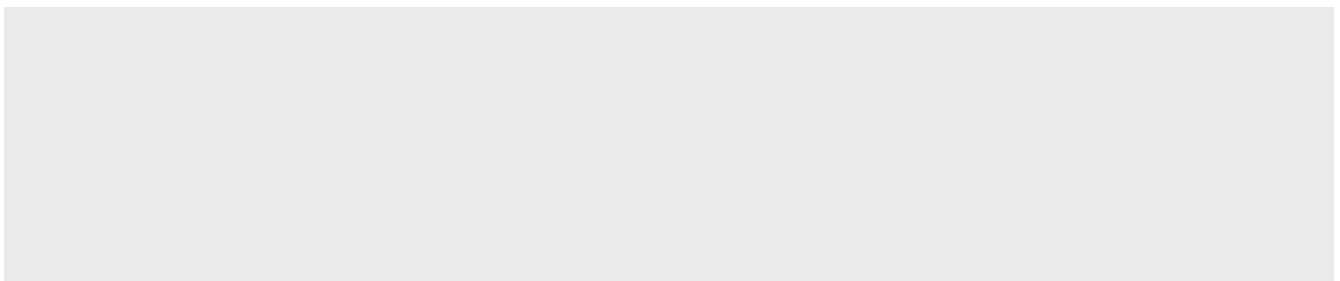
Testimonials Related to Process / USP / Method:



5.3 Your experience/bio



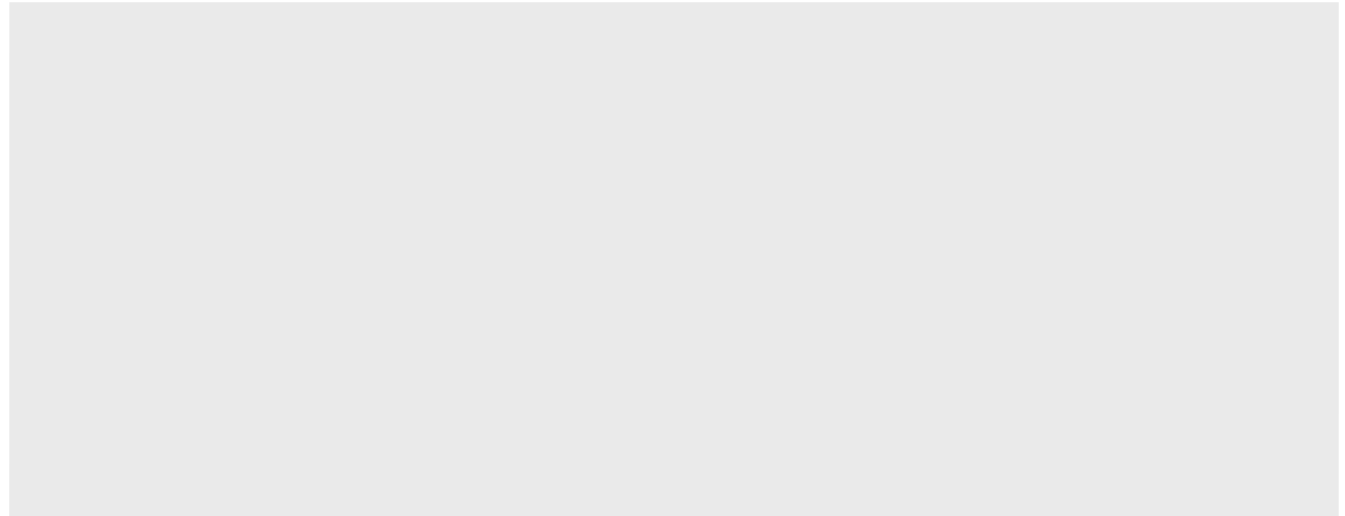
NOTES:



Section 6: Biggest, OEP Promise Summarized

Sourced from:

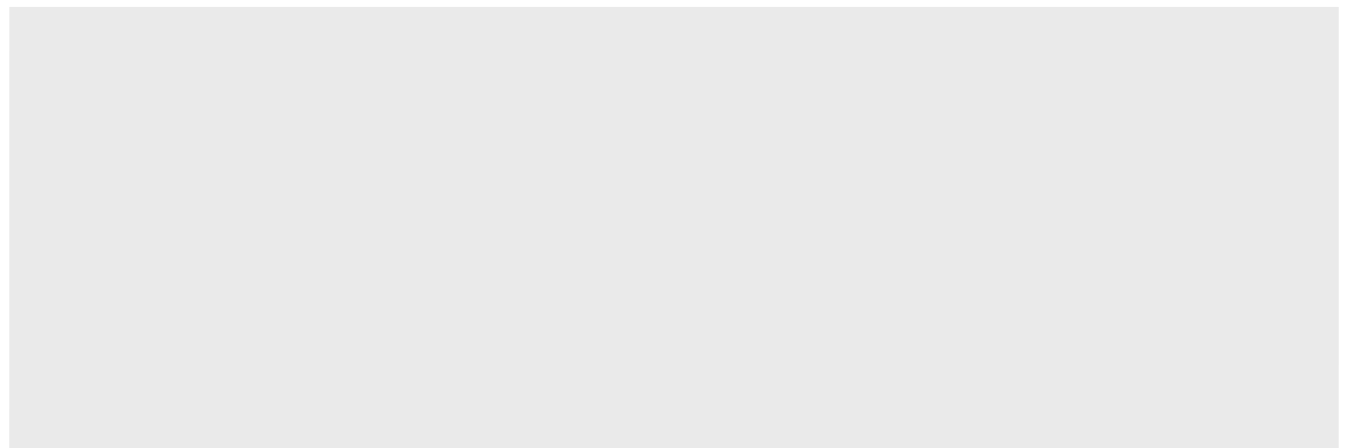
1. 67 Questions Workbook (Section 8)
2. Module 3 Workbook/Checklist



Section 7: Big How Summarized

The unique aspect of your product or method that helps fulfill that big promise whereas all other systems/methods/products failed.

This should be specific to the author/creator/product (and usually includes a form of IP)



Section 8: Offer Summary

Sourced from:

Module 5 - “Aladdin Exercise”

Product Walkthrough (Module names + promise of each module)

Module/ Feature	Promise/ Outcome	So That (Benefit)	Antithesis (instead of)

Offer Fundamentals:

Retail Price:

Launch/Promo Price:

Payment Options:

Bonuses

Bonus 1 - One that presupposes success in the main program/offer:

Bonus 2 - One that enables success in main program/offer while overcoming the “this won’t work for me” objection. (ie. fb group, coaching, private access, support, live event, etc.)

Other Bonuses:

Golden Guarantee Elements:

Number of Days:

Specific Tangible Outcome:

Specific Emotional Outcome:

Specific Person to Contact for Refund:

Refund Eligibility Requirements:



Section 9 – Positioning

What is the SINGLE biggest reason to believe this time will be different?

Section 10 – Q&A/Potential Objections

Sourced from:

1. Enrollment Extractor (Section 8) / Coach-Mining Calls