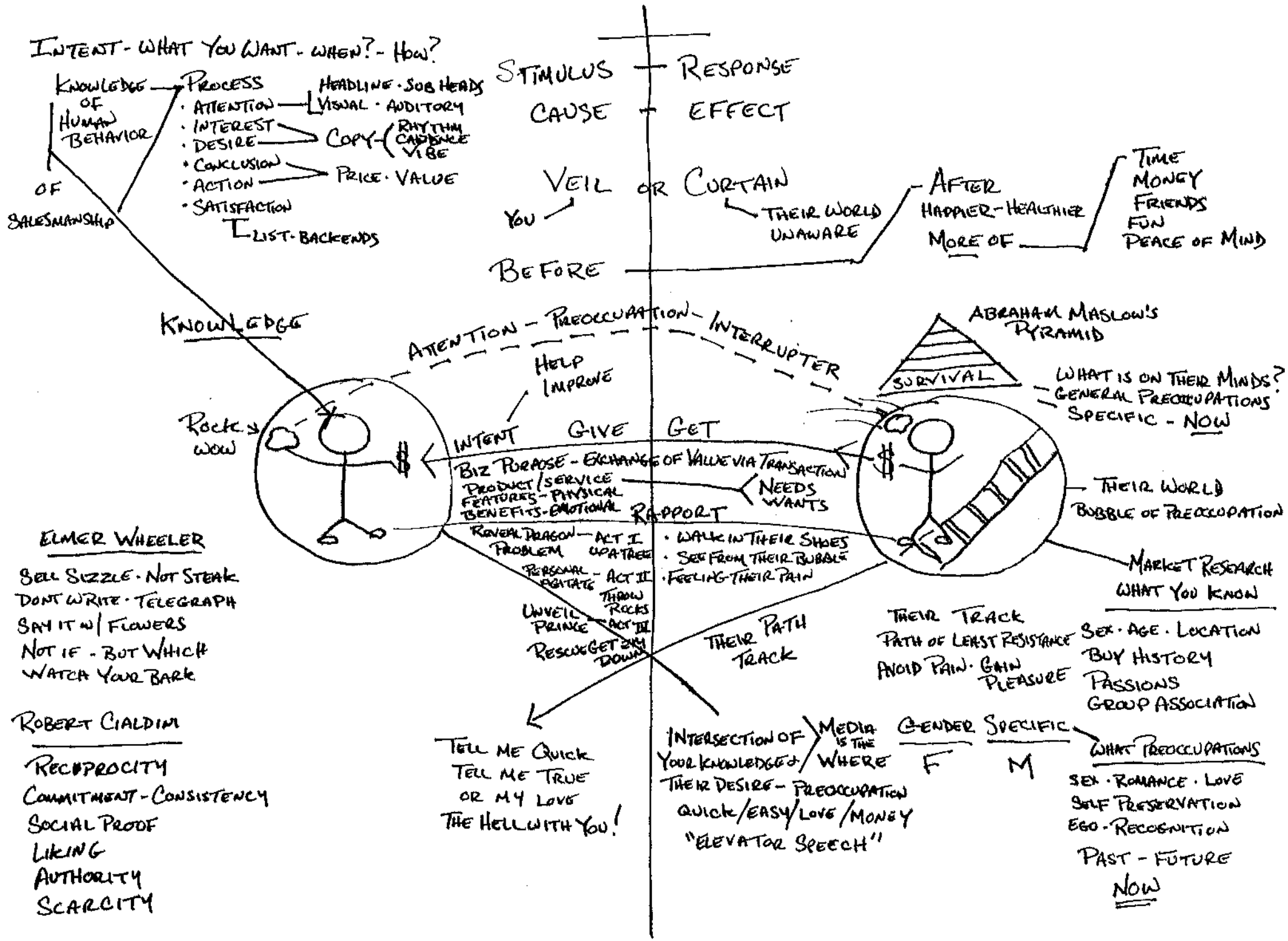

INTENT - WHAT YOU WANT - WHEN? - HOW?
KNOWLEDGE OF HUMAN BEHAVIOR
OF SALESMANSHIP
PROCESS
· ATTENTION
· INTEREST
· DESIRE
· CONCLUSION
· ACTION
· SATISFACTION
HEADLINE · SUB HEADS
VISUAL · AUDITORY
COPY
RHYTHM CADENCE VIBE
PRICE · VALUE
LIST · BACKENDS
STIMULUS — RESPONSE
CAUSE — EFFECT
VEIL OR CURTAIN
YOU
THEIR WORLD UNAWARE
BEFORE
AFTER
HAPPIER - HEALTHIER
MORE OF
TIME
MONEY
FRIENDS
FUN
PEACE OF MIND
KNOWLEDGE
ATTENTION - PREOCCUPATION - INTERRUPTER
HELP IMPROVE
ROCKY WOW
INTENT
GIVE
GET
BIZ PURPOSE - EXCHANGE OF VALUE VIA TRANSACTION
PRODUCT/SERVICE FEATURES - PHYSICAL
BENEFITS - EMOTIONAL
NEEDS WANTS
RAPPORT
REVEAL DRAGON - PROBLEM
ACT I
OUR TREE
PERSONAL EQUITY
ACT II
THROW ROCKS
UNVEIL PRINCE
ACT III
RESCUE GET 3 MY DOWN
· WALK IN THEIR SHOES
· SEE FROM THEIR BUBBLE
· FEELING THEIR PAIN
ABRAHAM MASLOW'S PYRAMID
SURVIVAL
WHAT IS ON THEIR MINDS?
GENERAL PREOCCUPATIONS
SPECIFIC - NOW
THEIR WORLD
BUBBLE OF PREOCCUPATION
MARKET RESEARCH
WHAT YOU KNOW
THEIR TRACK
PATH OF LEAST RESISTANCE
AVOID PAIN · GAIN PLEASURE
SEX · AGE · LOCATION
BUY HISTORY
PASSIONS
GROUP ASSOCIATION
ELMER WHEELER
SELL SIZZLE · NOT STEAK
DON'T WRITE · TELEGRAPH
SAY IT W/ FLOWERS
NOT IF - BUT WHICH
WATCH YOUR BARK
ROBERT CIALDINI
RECIPROCITY
COMMITMENT - CONSISTENCY
SOCIAL PROOF
LIKING
AUTHORITY
SCARCITY
THEIR PATH
TRACK
TELL ME QUICK
TELL ME TRUE
OR MY LOVE
THE HELL WITH YOU!
INTERSECTION OF YOUR KNOWLEDGE & THEIR DESIRE - PREOCCUPATION
QUICK/EASY/LOVE/MONEY
"ELEVATOR SPEECH"
MEDIA IS THE WHERE
GENDER SPECIFIC
F
M
WHAT PREOCCUPATIONS
SEX · ROMANCE · LOVE
SELF PRESERVATION
EGO - RECOGNITION
PAST - FUTURE
NOW