

Week Two Tools

Tool One: Selling the Gap

What's the gap you're selling? Fill in the blanks:

I take you from to .

Can you make this even more specific to your people? Sell the gap specifically below:

Tool 2: 'so that you can...which means that'

I want to help you (problem you solve) so that you can (result) which means that (next-level benefit).

I want to help you so that you can
which means that .

Together we'll (your process/the work you do) so that you can (result) which means that (next-level benefit).

Together we'll so that you can
which means that .

This program includes (feature) so that you can (result) which means that (next-level benefit).

This program includes so that you can
which means that .