



# **The 3 Key Components**

**You Must Get Right To Sell Online**

## **Know Your Product: Delivery Method**

# Know Your Product

## The Marketing Elements

1. The Primary Promise (PP)
2. Unique Mechanism (UM)
3. Bonuses
4. Risk Reversal
5. Delivery Method
6. Proofs
7. Features
8. Benefits
9. Price/Offer Terms
10. Product Name

# Know Your Product

## The Marketing Elements

1. The Primary Promise (PP)
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- 5. Delivery Method**
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**The Delivery Method Is The Way You Deliver Your Product/Service And Bonuses.**

# Delivery Method (Deliverables)

- Online videos?
- Something delivered via email?
- Shipped book?
- Shipped product?
- In person meeting?
- Zoom call?
- Downloads?

# **STOP HERE**

Write down the **Delivery Method(s)** for  
your product/service and Bonuses.

# Next Up...

## Know Your Product: *Possible Proofs*



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