



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

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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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