



The 3 Key Components

You Must Get Right To Sell Online

Know Your Product: Proofs

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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**Without Proof, Your Claims
(Promises) Will Be Doubted!**

The World Is Full Of Liars...

Proofs Are Crucial!

Proofs

- Social Proof (testimonials)
- Scientific studies
- Live demo
- Before and after images
- Quotes from a trusted source
- Logic/Reason
- Transitive proof
- Reason why?

STOP HERE

Consider what proofs you have at your disposal for your product/service.

(Do your best for now. More definitive proof needs will come to mind after you fully consider your features/benefits)

Next Up...

Know Your Product: *Features*



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