



The 3 Key Components

You Must Get Right To Sell Online

Know Your Product Worksheet

Primary Promise

Unique Mechanism

Product Name



Bonuses

Risk Reversal



Delivery Method

Possible Proofs

Metrics/Product History



Features



Feature/Benefits

Feature	
Surface Benefit	
Emotional Benefit	
Example Benefit	
Proofs (2 if possible)	

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(Print more copies of this page for additional features)

