



# 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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