



The 3 Key Components

You Must Get Right To Sell Online

The Marketing Elements

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We'll Define The Marketing Elements For Your Competitors

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

STOP HERE

Complete Your Competitor Worksheet
for your Top 5 Competitors

Next Up...

Know Your Product: *Primary Promise*





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