



# **The 3 Key Componentnets**

**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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