



The 3 Key Components

You Must Get Right To Sell Online

"The Marketing Elements" Of Your Competitors Worksheet

Primary Promise

Unique Mechanism

Bonuses

Risk Reversal

Product Delivery Method

Claims Made

Proofs Used

Metrics/Product History Mentioned

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. You should have lots!) 