

# **BRAINSTORMING YOUR ENTRY-POINT OFFERS**

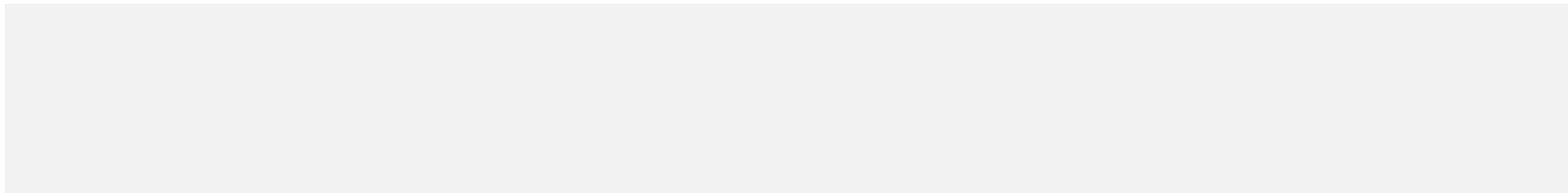
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"If you had two minutes to impress someone, what would you say, show or give them that would blow their mind?"

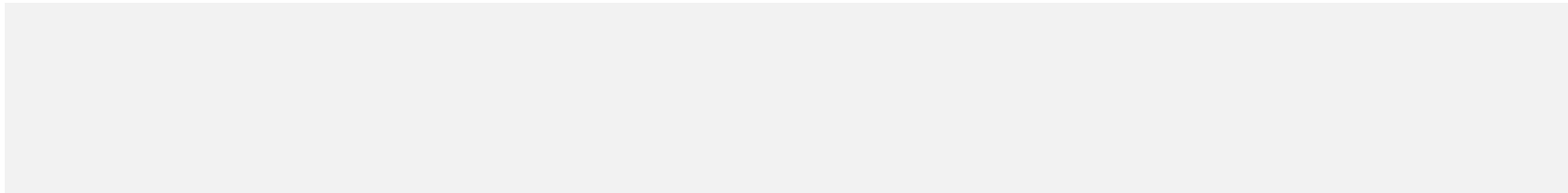
"What's an interesting story or example you can show or tell that proves your product/service works like you say it works?"

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“What’s the **one thing**...more than anything else...your prospects truly want to know?”



“What valuable piece of your main offer could you ‘splinter off’ and deliver on an a la carte basis that will deliver results in advance and get your foot in the door?”



“What’s a ‘Little Victory’ you can deliver to your customer that will cause them believe you have the ultimate solution to their problem?”

