

SYSTEMS

DEVELOPING YOUR DIAGNOSTIC

This discussion and worksheet will help your
lead self-diagnose their need for you.

You will be ready to immediately apply
this training to converting leads.

I want the only thing I ever sell to be...

This image shows a full page of dot grid paper. The dots are arranged in a precise, repeating grid pattern across the entire surface. Each row and column contains an equal number of dots, creating a series of small squares defined by the intersections. The dots themselves are small, dark gray or black circles. There are no margins, text, or other markings on the page.

A	A
M	S

YOUR DIAGNOSTIC TOOL

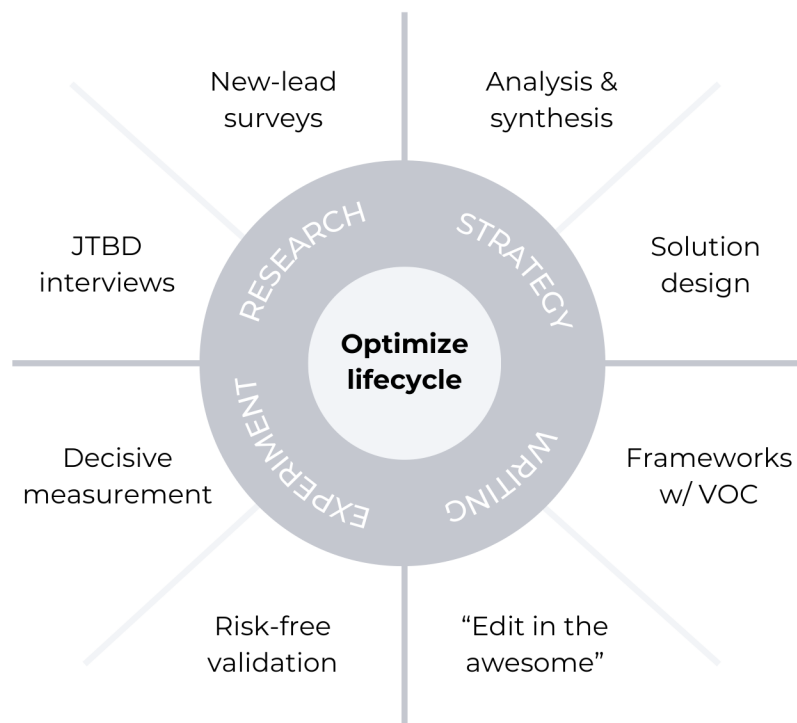
COPY SCHOOL
PROFESSIONAL



COPY

Brand, UX and trust | Conv. copy | A/B

Make sure everything on your diagnostic is something you do



A	A
M	S

YOUR DIAGNOSTIC TOOL

When running a meeting with a lead (client or student)...

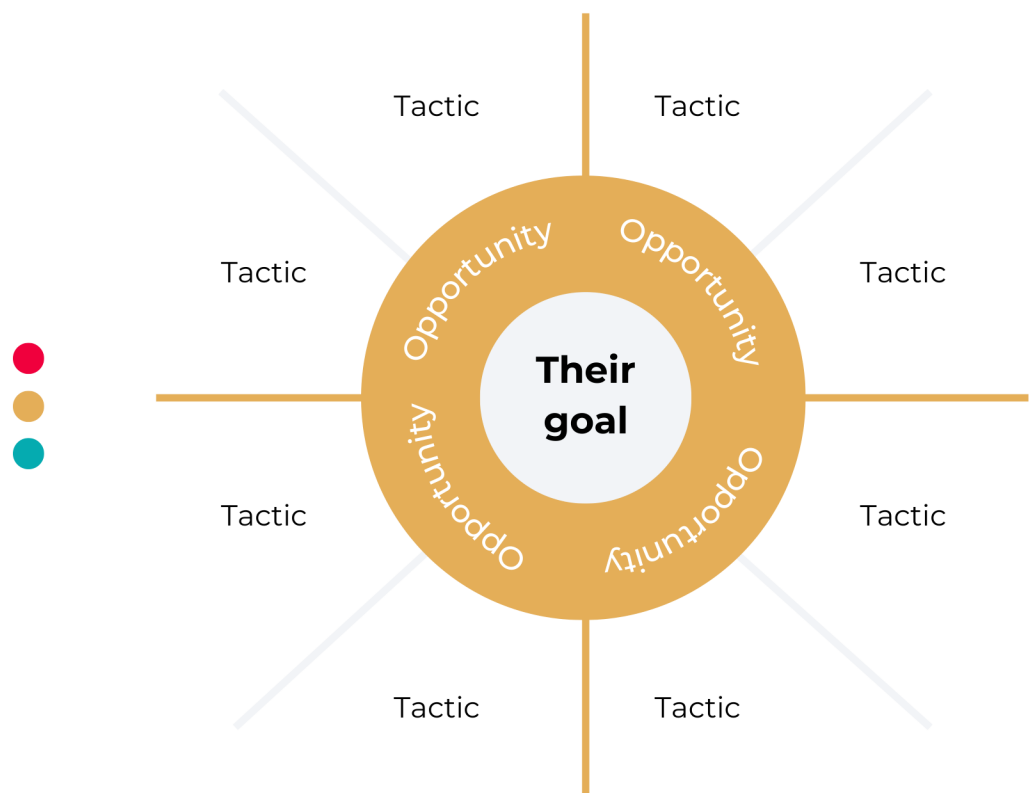
Share your iPad on Zoom

Document your notes live on your iPad (and check in with them)

Draw a shape (triangle, circle, venn) with their goal inside it

Add the parts to the shape

Lead the lead thru a red-yellow-green quick analysis



“Traffic lights”
are easy to
follow to reduce
friction



MY DIAGNOSTIC TOOL

BEGINNER

INTERMEDIATE

ADVANCED

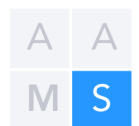


MY DIAGNOSTIC TOOL

 BEGINNER

INTERMEDIATE

ADVANCED



YOUR DIAGNOSTIC TOOL: WHEN

