

DEEP CRAFT PART 3

THE S.H.F. FRAMEWORK

**HOW TO USE THE SEEN / HEARD /
FELT FRAMEWORK TO REVEAL
PAIN, HIGHLIGHT NATURAL
URGENCY, AND COMPEL ACTION**

This discussion and worksheet will help you figure out how to incorporate a full-range of desires in your sales copy

You will be ready to immediately apply this training to ad, email or social copy

THE S.H.F. FRAMEWORK

THE SENSE DOMINANCE HIERARCHY

SEEN:

- The Scene (where they're at, what they see)
- Visual Data (facial cues, on a screen, markups on a g-doc, etc.)
- Seen in their experience

HEARD:

- Sounds in their environment
- Internal dialogue (story making, what they're 'telling themselves')
- Dialogue from other people (ie. boss, wife, client, accountant)
- Heard in their experience (ie. what they'd share with a friend/therapist)

FELT:

- Emotional Reactions (anxious, fearful, anger, sad, etc.)
- Somatic sensations (ie. contraction, butterflies, burning with rage, etc.)
- They feel that they've been "felt" in their experience being mirrored.

DURING A MOHR, WHAT IS YOUR ICA SEEING

DURING A MOHR, WHAT IS YOUR ICA HEARING

DURING A MOHR, WHAT IS YOUR ICA FEELING (IN RESPONSE)

DEEP CRAFT PART 3

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CRAFT AN EMAIL / IG CAPTION / FB AD FOR A "PROBLEM AWARE" ICA, USING S.H.F.

Content