
THE HIGH-CLASS PROBLEM SELL™

This worksheet and lesson will help you find a new way into writing about outcomes.

Reference this worksheet when you're writing sales emails or sales pages.

GOOD OUTCOME	HIGH-CLASS PROBLEM
<i>What your prospect hopes will happen or wants to happen (dreamstate).</i>	<i>Enjoyable but technically negative outcome of a Good Outcome.</i>
To be able to buy the ranch from Yellowstone.	Your kids will fight over it and you'll have to add special codicils to your will.

HOW TO USE IT

{{ HOOK }}

And I'll get to that in a second.

But let me ask you a question...

Do you ACTUALLY want to...

... { good outcome }?

... { good outcome }?

... { high-class problem }?

... { high-class problem }?

... { high-class problem }?

Great. Then you and I want the same things.

And although I can't help you with { high-class problem } or { solution you'll need to find when a high-class problem happens }...

I can help you { dream outcome }.

{{ CONTINUE }}