

STRAIGHT LINE LAUNCH

THE LAUNCH OF LEAST RESISTANCE

This discussion and worksheet will help you understand the strategy behind launching while removing all resistance

Use the worksheet to plan your launch of least resistance

LAUNCH OF LEAST RESISTANCE (TO BE TM'D)

When can you use a launch of least resistance in your funnel or for your client?

What are the 3 key factors that determine the success of this launch

How will you establish certainty in the prospect's mind?

When and how will you frame the offer and remove all resistance?
