

STRAIGHTLINE COPYWRITING

**LEVERAGING DIRECT
COMPARISONS TO MAKE
YOUR OFFER A
NO-BRAINER FOR YOUR
IDEAL PROSPECT**

This discussion and worksheet will help you
pinpoint how the offer you're selling is
different and better than your competitors'

You will be ready to immediately apply
this training to differentiate the offers
you sell in a more powerful way

What other relevant (*i.e. promising the same outcome*) or related (*i.e. in the same category or format*) offers has your ideal prospect tried or thought about trying before?

How did they miss the mark, either in practice (*i.e. what was missing, lacking, or not as promised/expected*) or in how they were perceived by your prospect (*i.e. what stopped them from buying*)?

How is your/your client's offer different and (*ideally!*) better in relation to those points? Make each comparison as direct and specific as you can.

How can you prove some or all of those points above?