

A top-down view of a desk with a white marble pattern. On the desk are several items: a gold-colored calculator, a silver pen, a stack of white paper clips, a grey laptop with a gold dollar sign logo on its lid, and a pair of gold-colored headphones. The items are arranged in a way that suggests a professional or business setting.

Launch Like a Boss

**CORE PRODUCT
PROMISE**

LAUNCH LIKE A BOSS

Module 2 | Product & Message

CORE PRODUCT PROMISE

What are you selling?

What result does the product create for your customer?

This is your product's primary promise, and it's really the heart of the matter.

What problem will your product solve for your customer?

How does your product deliver these results?

Do you have a unique strategy, framework, or special process? The more clearly you can explain to your prospects HOW your product will create the result they're looking for, the more confident they'll feel to buy.

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What are three ways your product will change their life?

1. _____

2. _____

3. _____

How will purchasing your product make your customer feel? How will solving their problem and achieving their desired results make them feel?
