

Ready, Set, Launch!

Challenge Day 1 Assignment

1. What is the main **RESULT** your product creates for your customer? _____

2. **WHO** really wants those results? _____

3. Does your **current** audience desire the results your product creates? YES NO

4. What sets your product apart from the crowd? What are your product's unique strengths or features? _____

RSL Challenge Day 1 Assignment (continued)

5. What flexible pricing options can you offer?

#1 _____ \$_____

#2 _____ \$_____

#3 _____ \$_____

6. How will you create urgency? (limited time discount, price going up, limited quantity, cart closing, etc.)

7. How long will your promotion last for? _____

8. Clearly explain exactly **what** you are selling:

In one, simple sentence, what is it? _____

Who would benefit from it? _____

How will it be delivered? _____
