

RESOURCE

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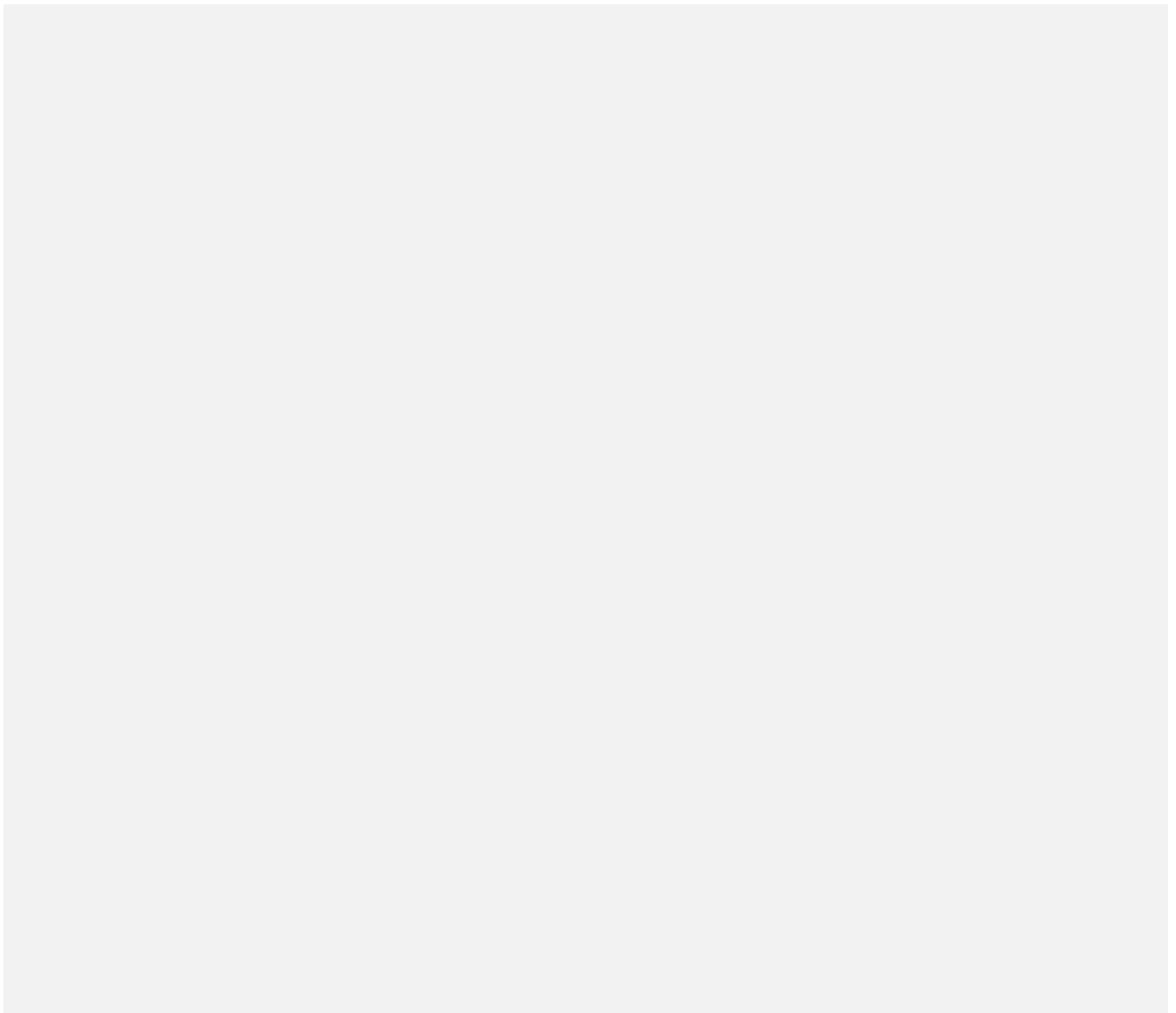
\$100K *Mastermind*



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DESIRES

"Desires" are words/phrases your target customer uses to describe WHAT they want.

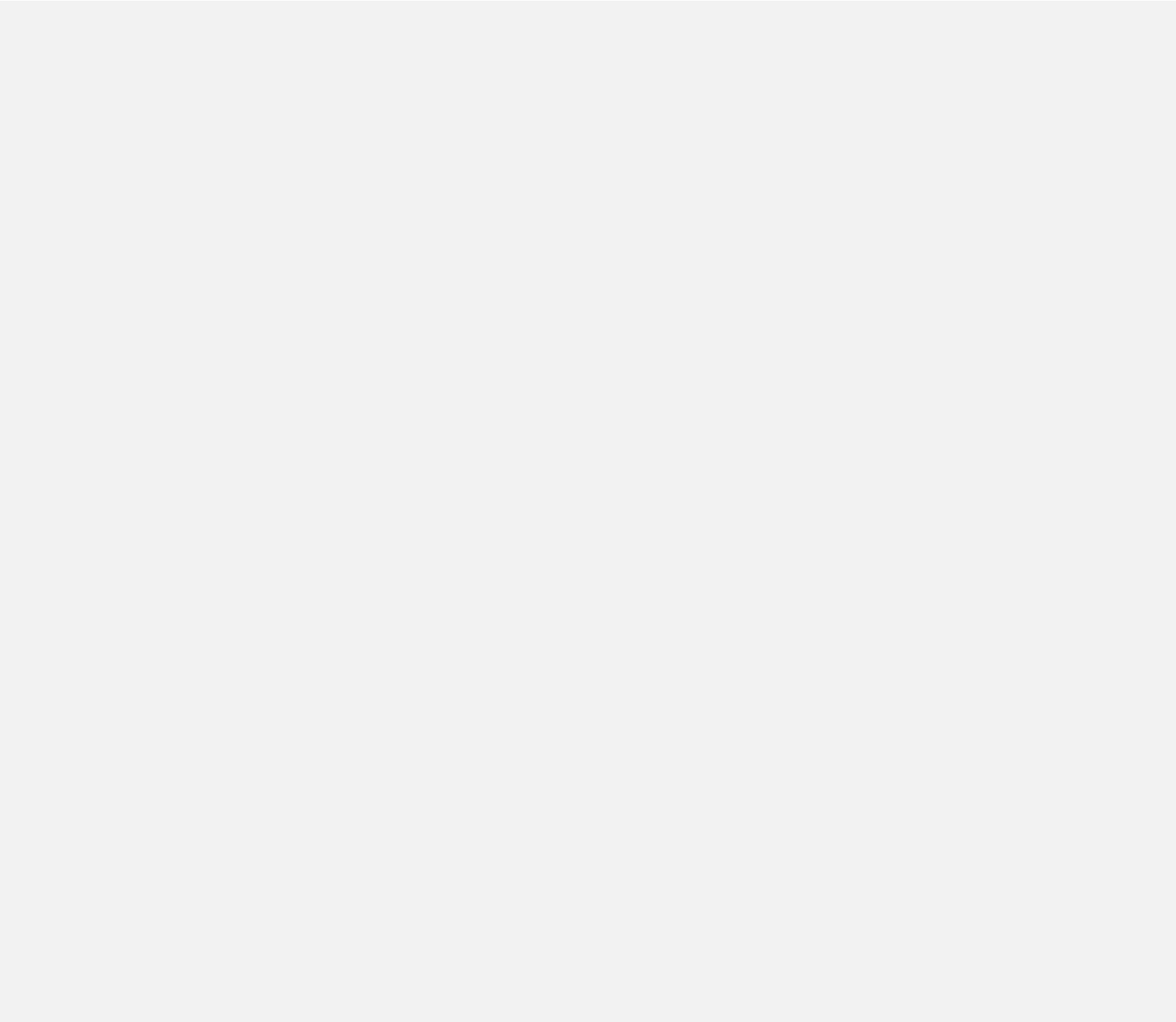




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MOTIVATIONS

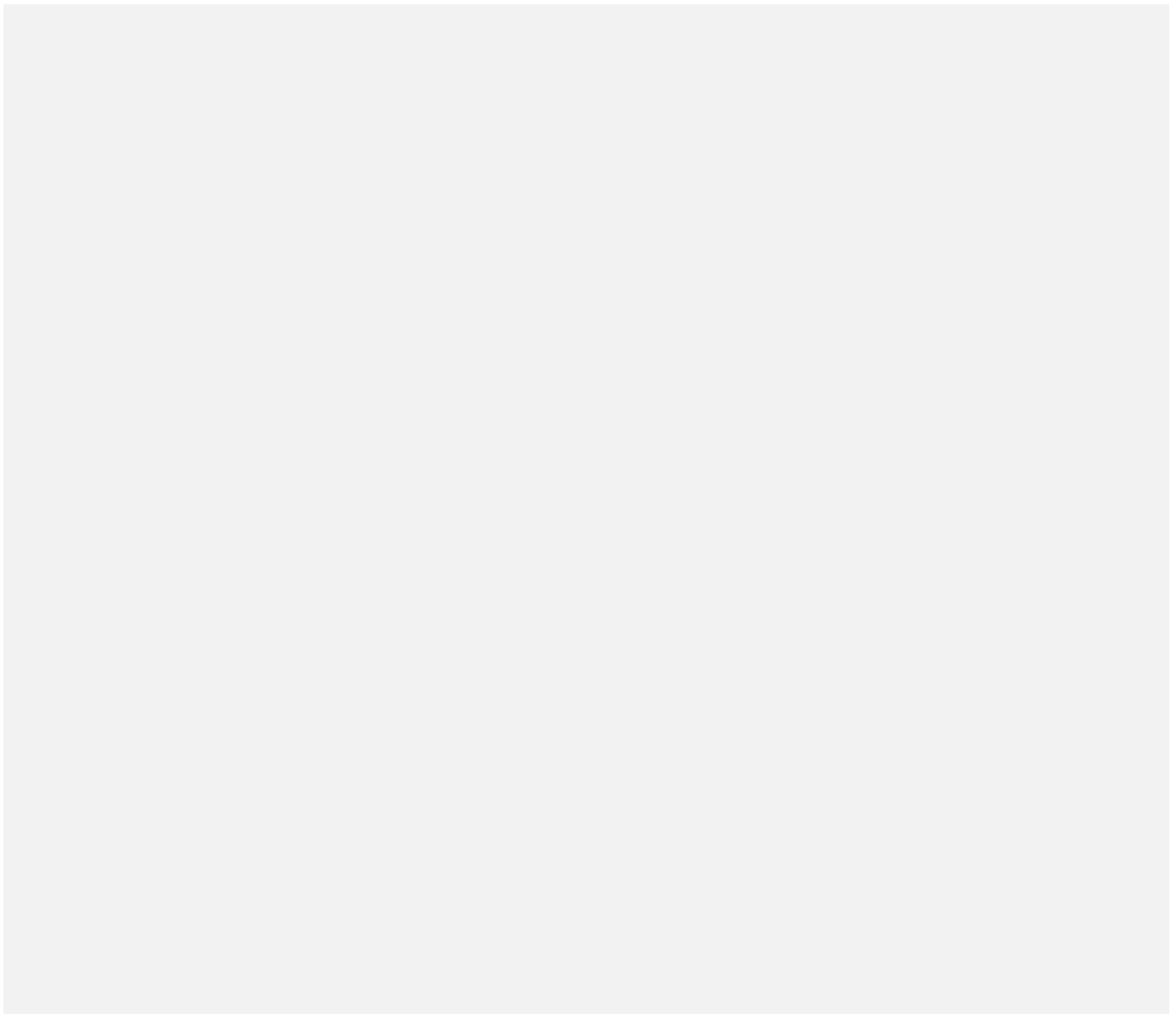
“Motivations” are words/phrases your target customer uses to describe WHY they want the result.



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OBSTACLES

“Obstacles” are words/phrases your target customer uses to describe what prevents them from obtaining their desired result.



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OBJECTIONS

“Objections” are words/phrases your target customer uses to describe doubts they have about why solutions may not work for them or may not create their desired results.