

A desk with a calculator, pen, paper clips, and a dollar sign graphic.

Launch Like a Boss

HOMework 2.3

THE SALES MESSAGE

LAUNCH LIKE A BOSS

Module 2 | Product & Message

HOMEWORK 2.3 THE SALES MESSAGE

- ❑ Use the “Crafting Your Message” worksheets to craft your sales message.
- ❑ Answer the following questions:
 1. What problem is your potential customer currently facing? What are three specific ways this problem is hurting them?
 2. What is the best possible outcome your potential customer could hope to experience? What evidence/proof do you have that this outcome is possible?
 3. What solution would you propose? (I.e. What is your product?) How will your product solve their problem?
 4. With their problem solved, what will their life look like? What are three specific ways their life will change for the better? If they don't solve their problem, what situation will they face?