



Launch Like a Boss

HOMework 2.4

**SUPERCHARGE
YOUR SALES
MESSAGE**

LAUNCH LIKE A BOSS

Module 2 | Product & Message

HOMework 2.4 SUPERCHARGE YOUR SALES MESSAGE

- ❑ Decide how you'll create trust.
 - >> How will you ensure your marketing is professional quality?
 - >> How will you demonstrate your authority & expertise?
 - >> What case studies can you present?
 - >> What testimonials can you share?

- ❑ Decide how you'll create urgency.
 - >> Will you use a deadline, limited quantity, or some other mechanism?
 - >> How will you execute this strategy?