



# 5 Questions Your Prospects Want Answered Before They Invest in Your Program

*A battle-tested content formula that works for ALL your content - be it your sales page, your email sequences or your social media posts.*

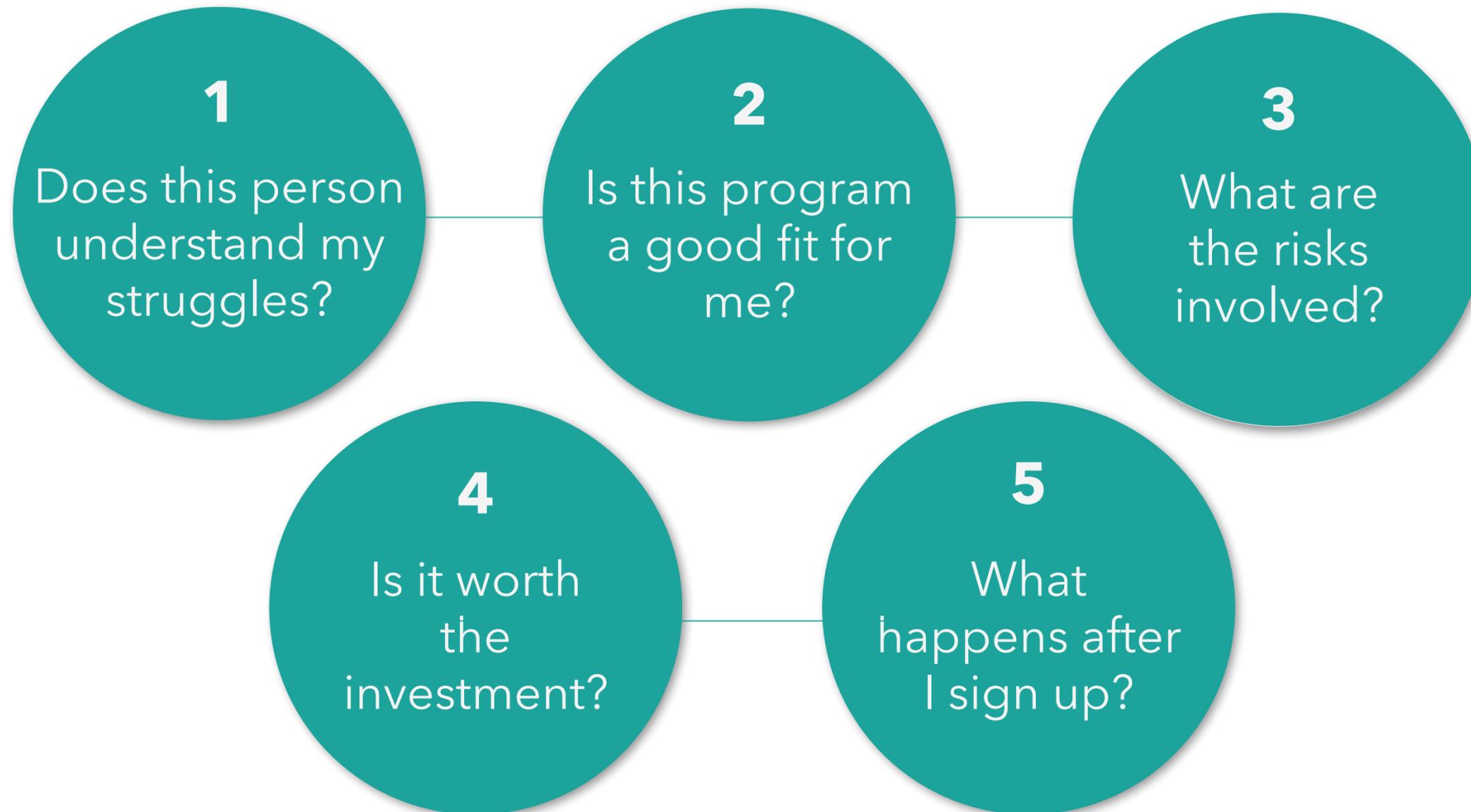


**If you answer all these 5 questions in a strategic and easy to understand manner,**

- ✔ you will close 80-90% of your sales calls
- ✔ your website visitors will turn into loyal clients
- ✔ your followers will turn into paid members
- ✔ your course sales will skyrocket to the moon

# Your future clients want to know...

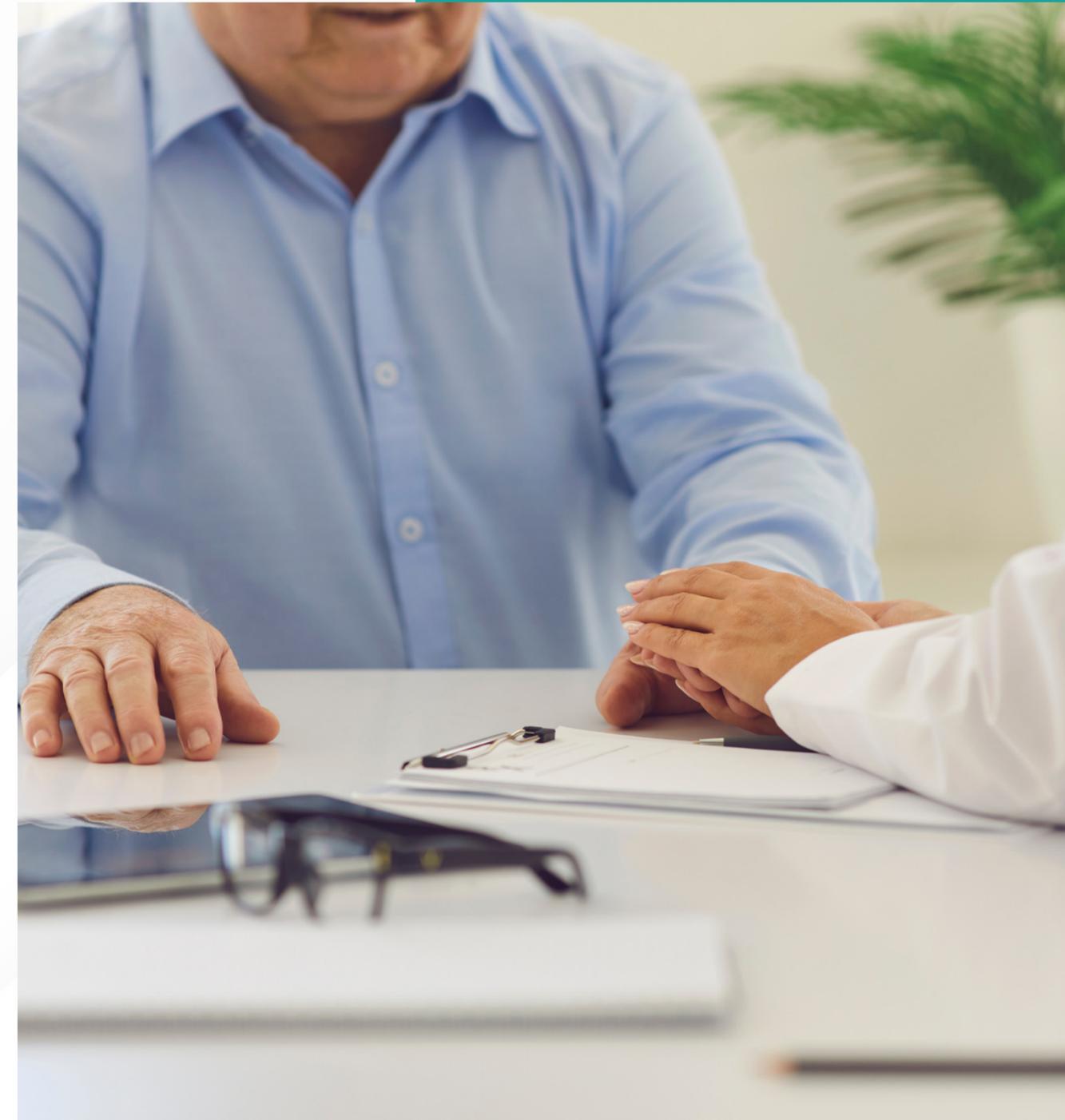
*definitive answers to these 5 questions before they become your clients*



## #1 Relatability

# Does this person understand my struggles?

People are buying from you because of YOU. They need to understand that YOU understand their struggles and have BEEN, or experienced what it's like to BE in their shoes.



## #2 Good Fit

Is this program a good fit for me?

Now that they know you understand their pains, they will be willing to hear out your solution. You must show how it can elevate them from their problems in the best way possible.



### #3 Cautiousness

## What are the risks involved?

Once they know about your program, they start perceiving the risks involved. There's obviously financial risk, but also the risk of embarrassment, risk of losing time and the risk of irreparable damage. Identify and address these concerns.



## #4 Value

# Is it worth the investment?

Everyone loves a good deal for their hard-earned money. They need to know if your program is worth the investment. If it's a \$1000 solution, aim to solve a \$10k problem! Let them know what's on the table.

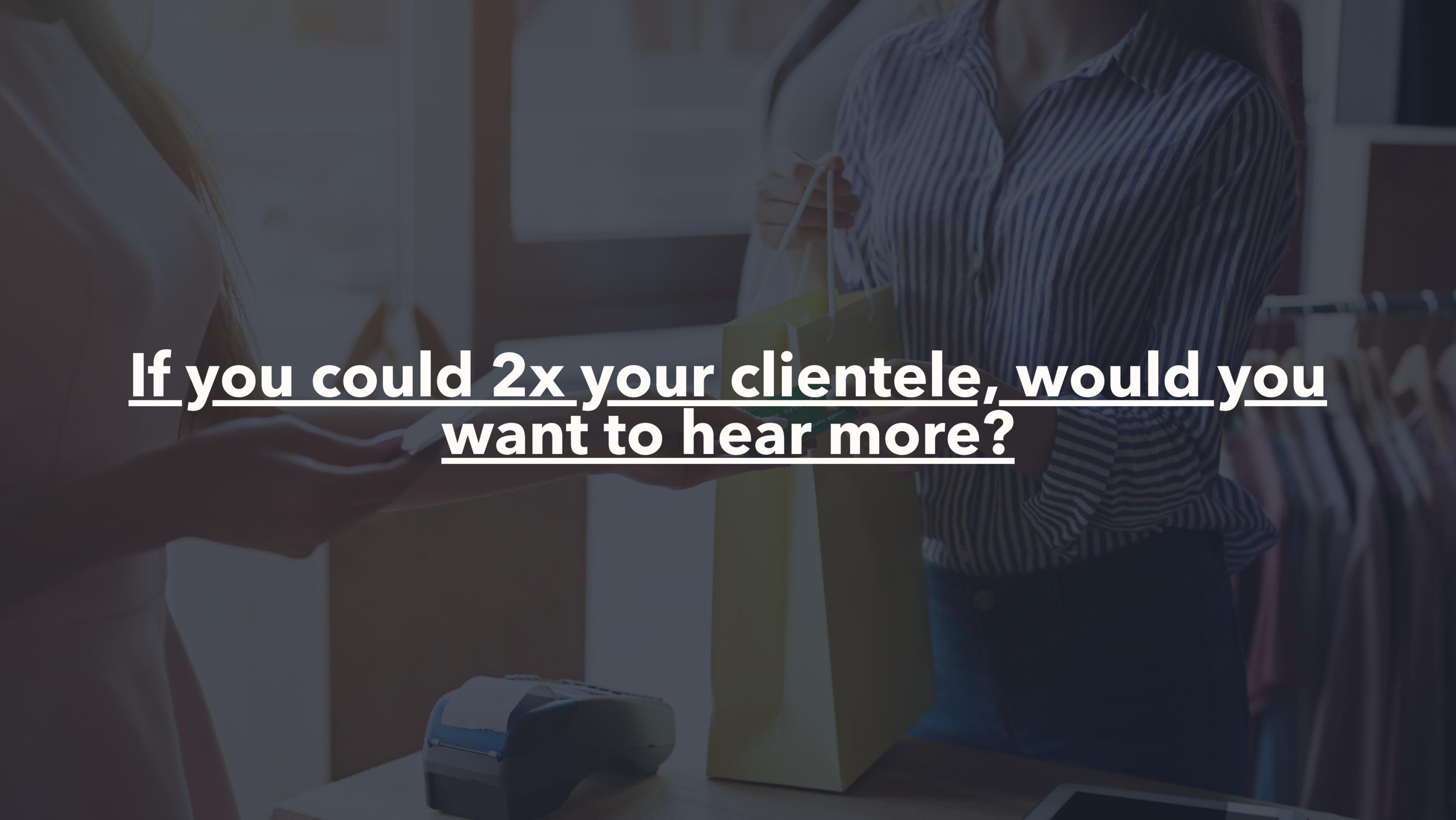


## #5 Post purchase directions

# What happens after I sign up?

This step is often ignored by most business owners. What can your audience expect once they sign up for your program? Let them know how you deliver value and how you support them through their journey.



A person in a striped shirt is holding a yellow shopping bag in a store. A hand is offering a card to a payment terminal on a counter. The background shows clothing racks and a whiteboard.

**If you could 2x your clientele, would you want to hear more?**

The key is to answer these questions for your prospects in the most efficient way...

*And build a smooth marketing journey to move them through these stages.*



**We can help you create a marketing journey to answer these questions for your audience.**

Chat with us on Instagram: [Link](#)

Book a no-cost strategy call: [Link](#)



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