The PDF to Profit Formula

DAY 1

PDF TO PROFIT
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1. Who are you here to serve?

Example: I am a graphic designer and I want to teach others how to design great graphics WITHOUT design skills. My person is anyone who wants to design their own great images, but they aren't a designer!

2. What is the transformation you are offering?

Example: They don't know what tools to use to make amazing graphics quickly and easily.

PDF TO Profit

3. What are they currently doing to solve this problem?

Example: They are frustrated with their lack of knowledge and skills and overwhelmed by not having clarity on what will work for them.

4. What's wrong with this?

Example: Everyone is touting visual image tools, but they aren't graphic designers and people are forgetting this little fact. They need MORE help!

5. How are YOU different?

Example: I provide a list of tools, but I also give a step-by-step tutorial on HOW to use each tool that I recommend. Additionally, I provide some pre-formatted templates to make it easy for my peeps to get up and running quickly!

6. When you share your solution with your peeps, what do they counter with (objections)?

Example: Your peep is going to say, "You can't teach me anything that I can't Google or watch a Youtube video to learn this".

7. What might prevent your peeps from achieving success?

Example: I don't have a lot of time. I'm not a designer. I don't have an eye for what looks good.

8. What kind of offer makes sense to your "person"?