

Customer Before / After State **WORKBOOK**

BEFORE WE GET STARTED

You are about to get into your customer's head in order to SELL to them based on their BEFORE / AFTER state (because people buy SOLUTIONS and ACCESS TO HAPPINESS)

1. Take a moment to think about your top 3 revenue generating products or services and list them below.
Let's focus on those first (because at the end of the day it's about REVENUE)
2. Using this worksheet for each product or service.

I've included 3 blank worksheets and an example (last page) to get you started.

REMEMBER...

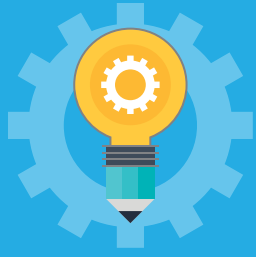
This information is a gold mine and can be used for:

- promoting your best sellers on your homepage
- inspiring blog posts
- creating sales funnels
- creating link magnets (freemiums) to offer your clients

HOW TO USE THIS WORKBOOK

You can print out these pages (old school, baby!) or fill in the fields on your computer and save this document in a safe place.

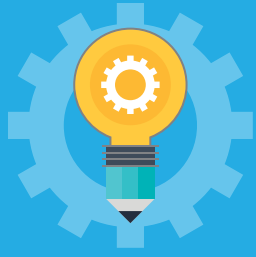
Top 3 Revenue Generating Product(s) / Services	
PRODUCT/SERVICE #1	
PRODUCT/SERVICE #2	
PRODUCT/SERVICE #3	



Customer Before / After State **WORKSHEET**

Target Product / Service:		
What does your customer...	BEFORE	AFTER
HAVE		
FEEL		
AVG. DAY		
STATUS		

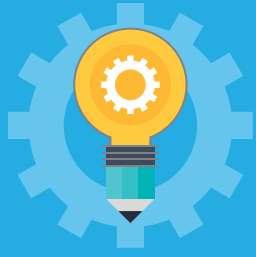
Marketing Copy (Pitch)	
IDEA 1	
IDEA 2	
IDEA 3	
IDEA 4	



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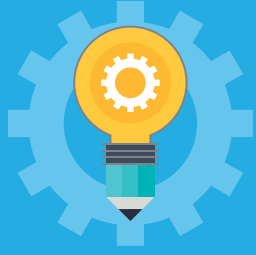
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IDEA 1	
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Marketing Copy (Pitch)	
IDEA 1	
IDEA 2	
IDEA 3	
IDEA 4	



Customer Before / After State WORKSHEET EXAMPLE

Target Product / Service: Website Design		
What does your customer...	BEFORE	AFTER
HAVE	<i>Unknown brand, biz or product Low sales</i>	<ol style="list-style-type: none"> 1. Strongly branded biz website 2. Effective call-to-actions (more \$) 3. Strong sales funnel (more \$)
FEEL	<i>Frustrated, desperate, eager</i>	<ol style="list-style-type: none"> 1. Professional biz presence 2. Positioned & ready to SELL!!! 3. Revenue Increase (MORE SALES)
AVG. DAY	<i>Biz is unknown/poorly recognized Low Sales</i>	<i>Biz is positioned for SALES</i>
STATUS	<i>Unknown biz / service or product</i>	<ol style="list-style-type: none"> 1. Recognized 2. Trusted 3. MAKING MONEY/SELLING

Marketing Copy (Pitch)	
IDEA 1	<i>New Business? Start With A Professional Website That Brings In New Customers</i>
IDEA 2	<i>Convert Potential Customer Into BUYERS. Get A <u>SALES DRIVEN</u> Website Today!</i>
IDEA 3	<i>Don't Settle For A Website That Tells Visitor About Your Business... Get A Website That SELLS Your Business</i>
IDEA 4	<i>Increase REVENUE With A SALES OPTIMIZED Website (That is a whole lot more than just a digital brochure for your company)</i>