

5 Day Audience Creation Workshop - Day 4

- 1.** What is the “first step” your ideal customer needs to take to want to buy your CORE offer? What do they need to understand or accomplish?

- 2.** Does your core offer solve ONE core problem? What is it?

- 3.** Does your core offer teach/provide the framework or process to achieve the result of your core message delivery system?

- 4.** Does your core offer have clear supporting elements to help handle false beliefs (and nothing more)?