

# THE GOLDEN GLOVE™

PROVEN 5 STEP RECIPE SUPERCHARGES THE SELLING POWER OF ANY WEBSITE, AD, OR MARKETING MATERIAL IN 15 MINUTES OR LESS



## **Desperate Problem**

Who is this for and which problem are you addressing for them?

## **Unique Promise**

Why should they choose your solution as compared to every other option in the market?

## **Overwhelming Proof**

Why should they believe the solution is for real, that you're a credible person to do business with, and that it will work for them in particular?

## **Irresistible Offer**

How will you make it more painful for them to walk away than to purchase?

## **Reason to Act Now**

Why must they take action TODAY?

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