

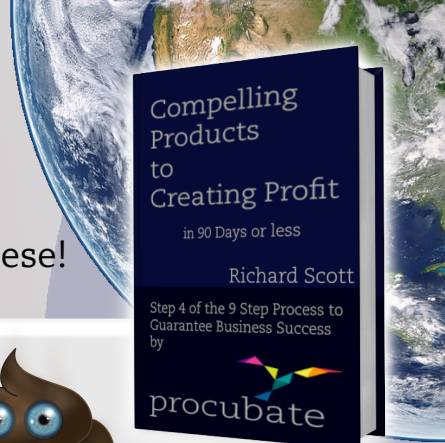


Creating Compelling Products

#ProcubateCCPChecklist

Your Checklist to Being Compelling!

Make sure your product/service delivers against these!



A - WHAT YOU CAN'T:

- ✓ **DO:** You can't be compelling if you've got a useless product!
- ✓ Don't be one of 'those people'!
- ✓ You can't be compelling if you're not solving something!



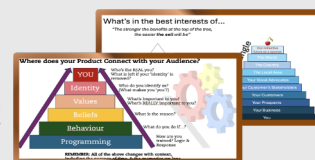
B - FIRST IMPRESSION:

- ✓ Know why People Buy Anything!
- ✓ Be Seen
- ✓ Make Sure You Can Describe your Product!
- ✓ Make Sure Your Product is Designed Right!



C - AUDIENCE:

- ✓ Know Your Audience - Find the Audience that takes you *Seriously*
- ✓ Know Your Audience - Know their Values
- ✓ Know Your Audience - Know what motivates them
- ✓ Know Your Audience - Be what your audience expects
- ✓ Find the Audience that both want you AND can afford you!
- ✓ WiiFx - Assume everyone is selfish!
- ✓ Make your Audience look good



D - WHAT MAKES A NO-BRAINER:

- ✓ Know what makes a no-brainer
- ✓ Make Their Decision Obvious
- ✓ Make Life More Predictable
- ✓ Make adoption easy!



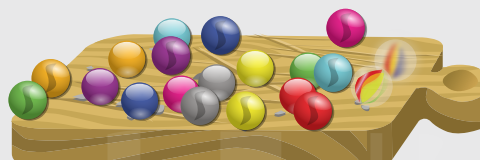
E - KNOW THE ALTERNATIVES:

- ✓ Don't See Rejection as a bad thing. See it as a Chance to Improve
- ✓ Always Evolve
- ✓ Market Research / Workshop It
- ✓ Generate Leads.... But only when you have something amazing to show them!



F - SPREADING THE WORD:

- ✓ Be ready to deliver what you sell!
- ✓ Understand the Bigger Picture
- ✓ Learn to Catch
- ✓ Don't just catch prospects. Catch their attention!
- ✓ Understand THEIR emotional rollercoaster
- ✓ Let your prospect do the selling (to themselves!)
- ✓ Take a Step Back
- ✓ Get Engaged!



G - TAKE IT EASY! MAKE IT EASY!

- ✓ Make it Easy for Advocates to Support You! (Please sheet etc.)
- ✓ Make doing nothing uncomfortable!



Procubate has a 9 step process to guarantee business success.

For more information on our membership, workshops,
or PAW sessions, visit Procubate.com

