

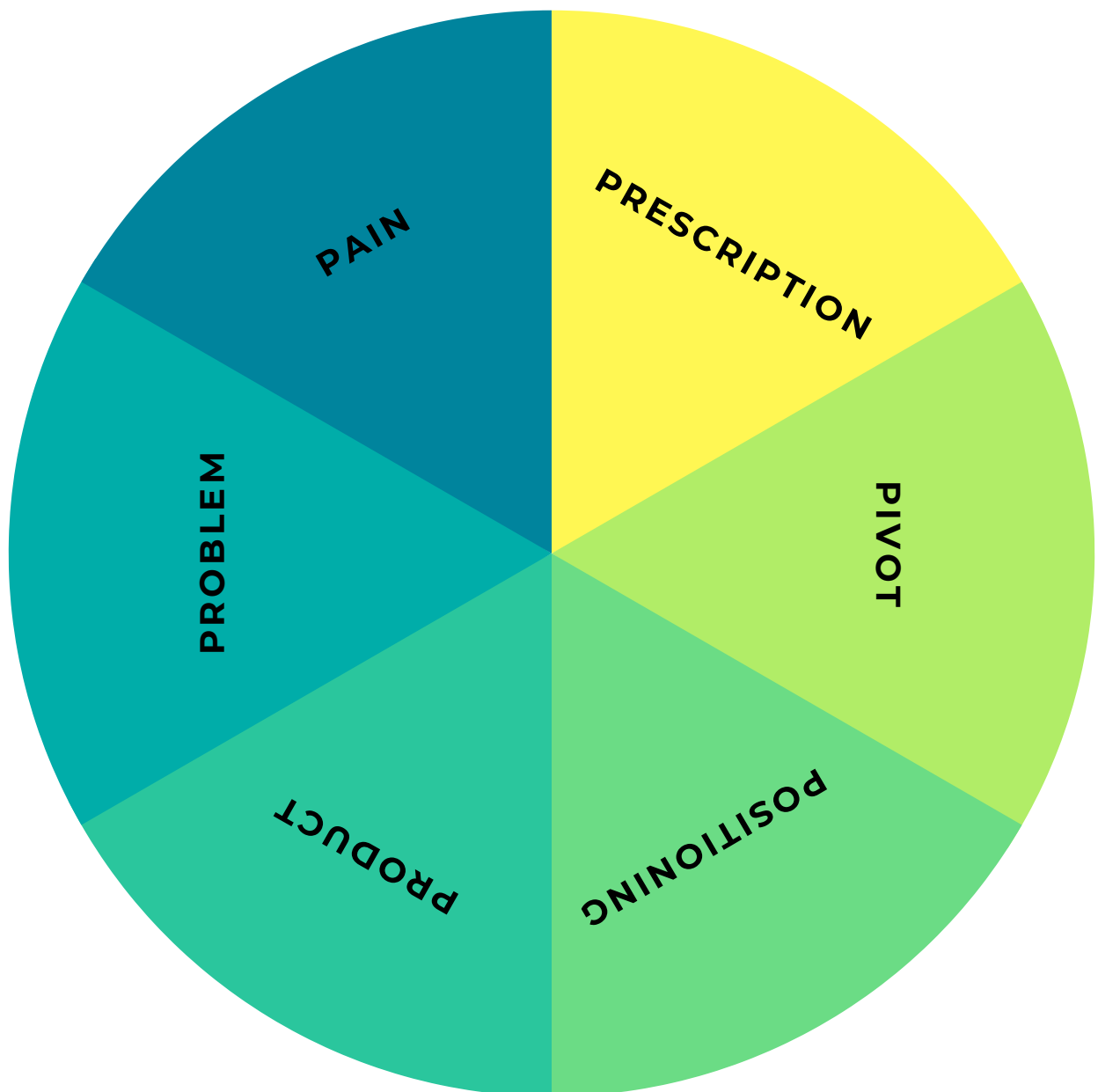
WRITE & IGNITE



CHALLENGE

DAY TWO

**The Wheel of Persuasion – The 6 P’s To Keep
Them Reading**





YOUR WHEEL OF PERSUASION

Step One: In order to build your Wheel Of Persuasion answer the following questions.

PROBLEM: What is the core problem your product solves? (HINT: This is the same problem you identified in your Day 1 Workbook, Question 3).

Example: *Being overweight.*

PAIN: What are the negative feelings or emotions your prospect is experiencing as a result of the problem?

Example:

Anxiety because clothes no longer fit.

Embarrassed to go out in public and be judged.

Lonely because skinny friends don't understand.

Frustrated because diets don't work.



YOUR WHEEL OF PERSUASION

PRESCRIPTION: What is the solution/secret/discovery to address/remedy the problem? (Remember: the prescription should be product agnostic).

Example: Following the keto diet to get your body into ketosis, so you can more easily burn fat.

PIVOT: What's your mission/reason/inspiration for creating the product? Why are you qualified to sell this?

Example:

After struggling with obesity for 10+ years, the Keto diet was the only thing that helped me lose (and keep off) 100 pounds. I want to help as many people as possible discover this lifestyle and diet so they can have more energy, stand in confidence and live a longer, healthier life.



YOUR WHEEL OF PERSUASION

POSITIONING: Why have similar solutions not worked for your prospect in the past? How have you made that solution easier/better/faster to achieve?

Example: Not everyone has the knowledge, money and time to integrate a new diet into their lifestyle. You might not know what is considered Keto friendly, or have the time to cook every night, or the resources to purchase expensive pre-made alternatives. That's why I came up with 150 easy and inexpensive Keto recipes that you can prepare in under 30 minutes with everyday ingredients.

PRODUCT: Now, you can seamlessly transition to your product.

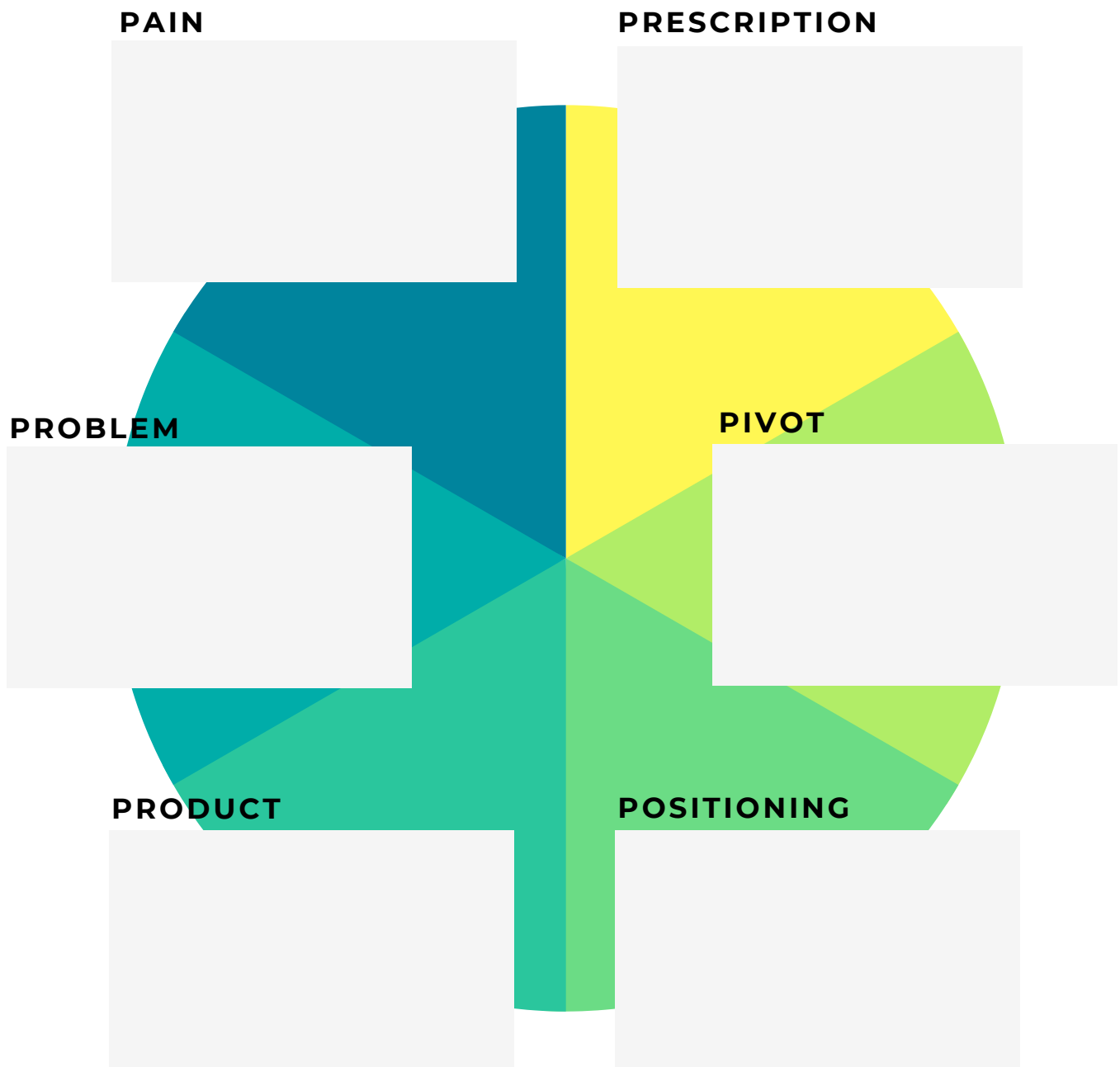
Example: Introducing Keto with Kate's 150 Weight-Loss Recipe Ebook!

INTRODUCING....



YOUR WHEEL OF PERSUASION

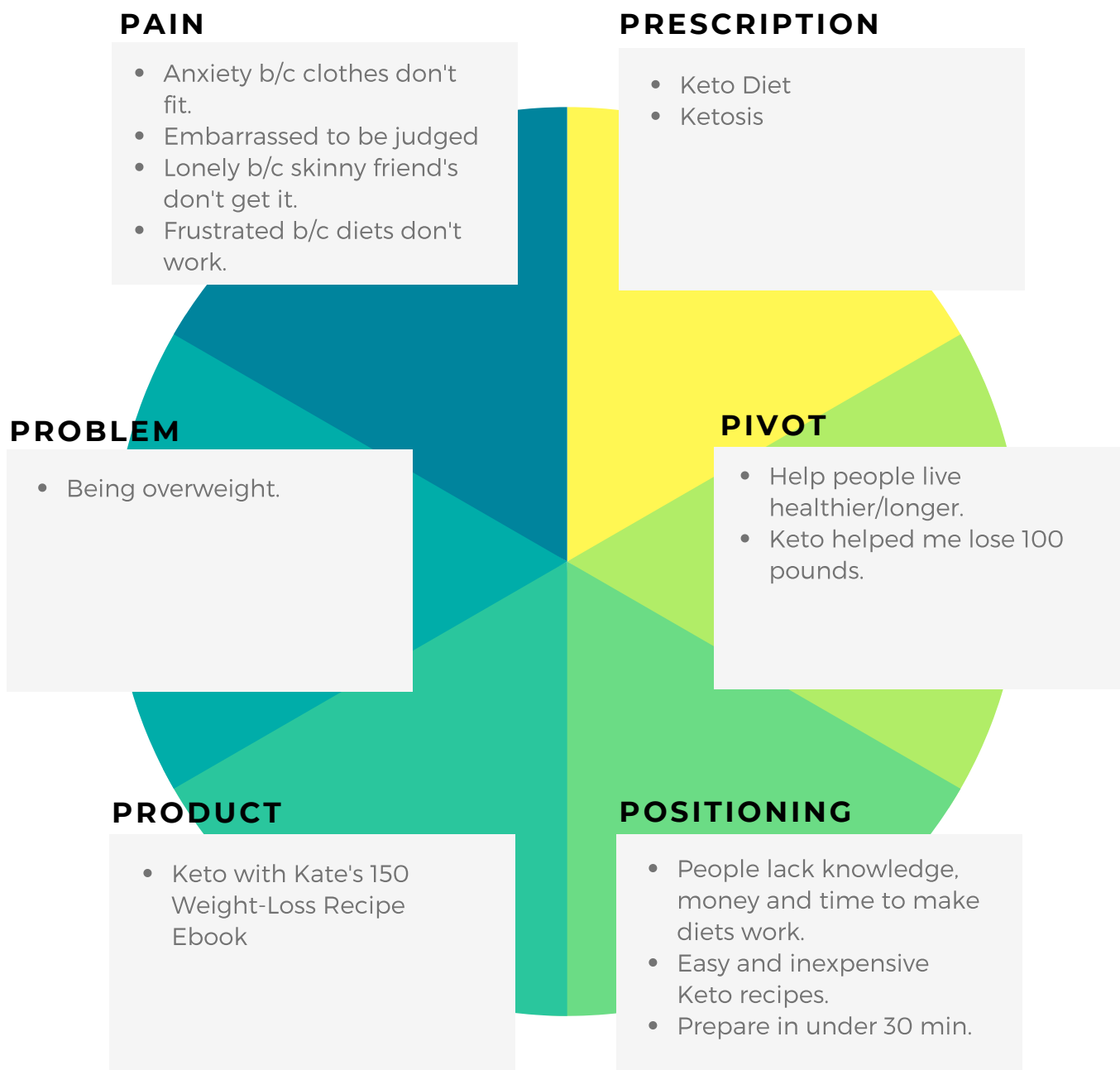
Step One: Fill out your own Wheel of Persuasion below with key words and ideas. You can use the sample on the following page for inspiration.





SAMPLE WHEEL OF PERSUASION


Example Wheel of Persuasion for Keto/weight loss product.







YOUR DAILY HOMEWORK

Awesome work!. To wrap up Day 2 of the Challenge, make sure you do the following...

 **DAY 2 HOMEWORK:** Complete your Day 2 workbook and start pulling ideas into your Sales Page Google Doc.

 **DAY 2 ACTION:** Share your completed Wheel of Persuasion in the Facebook group, either by taking a photo or a screenshot!

 **ACTION TRACKER:** Don't forget to complete your other daily actions in your Action Tracker! The more you take action, participate and engage in the Challenge – the more you'll learn! See you on Day 3!