

PROFIT SEDUCTION PRESENTS:

SUPER SEDUCTIVE HOT TOPIC CHEAT SHEET

Compelling content **STARTS** with the topics your prospects most want to know about!

By Rob Schultz
creator of Profit Seduction

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THE SCOOP ON ROB SCHULTZ

What if the key to your own game-changing rush of revenue wasn't about tricks, tactics, or tools. But activating powerful emotional profit triggers already inside your ideal clients? So they want you like crazy? And buy like crazy?

THAT'S your million dollar turnaround!



And that's exactly what ROB SCHULTZ does for entrepreneurs and business owners worldwide. Rob's powerful **Profit Seduction Process** guides clients to skyrocket their profits through magnetic messaging and ingenious promotion and launch strategies. That deliver unprecedented bottom line results.

Rob has crafted powerful marketing messages and campaigns for some of the biggest names in online marketing: Including Suzanne Evans, Adam Urbanski, Milana Leshinsky, Melanie Benson Strick, and Michael Port.

He's spoken all over the country at conferences like the **Colorado Independent Publisher's Association**. The **Career Management Alliance**. At events like Speaker's Summit, and the 10K Club Income Acceleration Intensive. He's even taken the main stage (twice!) at Suzanne Evans' industry-leading **Be the Change Event**.

When you get out in front of what your prospects are already rushing towards ... they rush towards you. And that is exactly what Rob Schultz is here to help us do.

Discover Rob's spellbinding story, along with powerful tips to skyrocket your business at ProfitSeduction.com.

What if you could get your hands on 21 powerful keys to eliminate most client objections before you begin. By helping you discover where to find the prospects who not only want to work with you. But are ready and willing to pay what YOU want to be paid! It's not a dream ... in fact you can get started now at:

ProfitSeduction.com/start-here/

HERE'S HOW IT WORKS

EVERYTHING STARTS with the topics, ideas, resources and solutions your market wants MOST.

Simply answer the **FIVE QUESTIONS** listed on the following sheets

Then turn your **ANSWERS** into **TOPICS!**

Here's how that looks:

STEP

1

ANSWER THE QUESTIONS ON EACH PAGE

There are five questions about the worries, struggles, goals and aspirations of your target market. You might only be able to come up with a few answers per question to start. But keep the worksheet handy!

You might be surprised how each sheet fills up with the passing days.

STEP

2

TURN THE ANSWER INTO A TOPIC:

Whether your answer is a fear, a goal, or an obstacle, turn that answer into a topic that helps your ideal client:

- Dissolve that fear
- Reach that goal
- Overcome that obstacle
- Solve that problem

LIGHT BULB MOMENT!

Your BEST topics are not:

- Cool
- Clever
- Genius
- Complicated explanations of your process or theories.

They are simply a response to what your market wants most!

EXAMPLE:

QUESTION:

**WHAT PROBLEMS KEEP YOUR IDEAL
CLIENT UP AT NIGHT?**

TOPIC:

How can I grow my list when I am just starting out? And don't have any money?



Five ways to grow your list (fast) when you're just starting out. (Even if you don't have any money!)

How can I enroll clients when I can't stand to sell?



Five simple steps to enroll your next 4 clients fast (even if you hate to sell!)

How can I get started making videos when I have no skills and a tiny budget?



Five way-cool affordable tools to shoot & edit your first online videos. (And 3 of them you already own!)

DON'T OVERTHINK THIS!

Great topics are simply a response to what your market wants most, and the problems they want solved!

NOW IT'S YOUR TURN!



QUESTION 1:

What problems are keeping your target market up at night - that you help them solve? (What are they most worried about?)

ANSWERS:

TOPICS:

QUESTION 2:

What are the most painful SPECIFIC obstacles in the way of the OUTCOME they want, that you can help them with?

ANSWERS:

TOPICS:

Argh! I can never enroll clients on the phone!

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QUESTION 3:

What SPECIFIC smaller but significant goals or wins do they want that would help them take a leap towards the BIG OUTCOME you help them achieve?

ANSWERS:

TOPICS:

It would mean so much to me if I could just ...

QUESTION 4:

What are the skills or abilities they need to reach their **BIG OUTCOME** that you are great at helping them with? (These can become “How to ...” topics)

ANSWERS:

TOPICS:

QUESTION 5:

What are their biggest complaints about where they are right now - that you can help them overcome? (“I wish I didn’t have to ... / I really can’t stand ... / I really need someone to help me with ... “)

ANSWERS:

TOPICS:

WHAT BIG PLAYERS AND YOUR COLLEAGUES ARE SAYING ABOUT ROB SCHULTZ:

Michael Port says: "Rob is someone to watch . . ."

Rob is someone to watch because he literally . . . like almost nobody I have ever worked with . . . delivered on every single thing he promised, with such professionalism that sometimes I was surprised. Honestly.

The viral video Rob created for us -- called **Entrepreneur Idol** -- helped **Book Yourself Solid** remain one of the bestselling marketing books in the country. So, you can understand why I'm a big fan of Rob.

Creativity is clever. When you can combine it with marketing savvy it's productive. When you can deliver on your promises you change the world. Rob can do all three ...

Michael Port
Author of *Book Yourself Solid* & *The Think Big Manifesto*
MichaelPort.com



"Within the first 30 days ... I closed \$35,000 in sales!"

"Within the first 30 days of working with Rob, I closed \$35,000 in sales as a result of the branding message he developed for me."

"Rob gave me the 3 lines that communicated exactly what I do and the results my clients would gain."

The brand theme that Rob created for my sponsorship has resulted in 120 warm leads, 3 new clients and far more to come. Thank you Rob!"

Jane M. Powers
JaneMPowers.com



“Rob ... helped me pull in over \$10,000 in just a few hours!”

“Rob is one of the secrets to my recent success. In my very first high-end coaching launch, Rob's strategies helped me pull in over \$10,000 in just a few hours. Later, his seductive ideas helped me enroll as many as 11 new clients in just a few days' time.”

Rob's genius for marketing psychology is positively uncanny. You can't put a value on the level of confidence his one-of-kind strategies provide.”

“Rob, I can't thank you enough. You are magic!”

Ann Convery
AnnConvery.com



“Doubled my conversion rate on sales ...”

“Rob not only helped me double my conversion rate on sales. But I now have a very clear and doable annual marketing plan I can repeat, year after year. That will grow, year after year.”

“My goal is to take my business to a million dollars a year and beyond. And because of Rob's help, I know I will get there!”

Susan Gregory
Daniel-Fast.com



Milana Leshinsky says: “What's so amazing about Rob ...”

What's so amazing about Rob is he knows the marketing game as well as the video game. Because you can't just throw any old thing up on the web and expect it to stick.

Rob can help you come up with ideas that will make your marketing stand out. He can help you choose the right strategy so your content will be magnetic time after time.

If you want to learn the mechanics, hire a college kid or go to eLance. What Rob helps you do is create great marketing that reflects the unique business identity your target customers



instantly respond to. And that is the name of the game.

Milana Leshinsky
Milana.com

“It’s been years since I have been this profitable”

Before working with Rob, I never considered doing more than consulting and working from my office. I didn't really know how to think bigger.

But now, as the Midlife Miracle Mentor, my possibilities for growth and income are endless! And as Rob continues to feed me amazing idea after amazing idea, I see ways I can make this bigger profit picture a reality right now.

My finances have completely changed in the last 2 months because of working with you! It’s been years since I have been this profitable. Thank you!



Brenda Sahlin
The Midlife Miracle Mentor
MidlifeMiracleMentor.com