

PROFIT SEDUCTION PRESENTS:

THE “I’M PISSED OFF” COPY TEMPLATE

Start Here!

Make a list of all the things your prospects are pissed about . . . that you help them resolve.

Don’t skip this step!

The Template

1

Icky-Land: I'm pissed off

What is the **specific thing** that's upsetting them? (This is so important I've created a place on the previous page where you can brainstorm a bunch of 'em. And then choose the best one.)

2

Here's the story:

Craft a **SHORT** 2-3 sentence story that illustrates you understand the disruption this issue is creating in their life.

3

DISCOVERY!

Introduce the idea / tool or concept that resolved the issue for you or know can resolve the issue for them. This is a brief 1-2 sentence pivot

4

Nirvana!

Briefly (2-3 points) describe the results the discovery makes possible - in a way that creates intense intrigue, curiosity and a desire to know more.

5

Try it on:

What would your life / business look and feel like if the thing you're pissed off about is no longer an issue?

6

Call to Nirvana:

Invite them to take action that's their first step to Nirvana!

7

UP the Stakes:

Contrast the difference between continuing to be pissed off (living in Icky-Land) or taking you up on your passport to Nirvana.

8

The Train is Leaving

Repeat call to action / Nirvana and if appropriate, create a deadline.

1 Icky-Land: I'm pissed off

It's something you've dreamed of: Dropping those extra pounds so you could actually get back to looking and feeling like your old self again.

But you never dreamed it would be such an overwhelming, discouraging ordeal.

2 Here's the story:

It's like you need a degree in statistics to figure everything out: This % of this kind of food, that % of that kind of food. X number of calories of this, Y number of calories of that. And don't you dare touch those carbs!

And of course ... shopping for all those percentages is a nightmare!

3 DISCOVERY!

Well ... what if you could lose all the weight you wanted without feeling like you've signed up for the Marines? And yep, even grab a carb or two (heavens!) without being thrown in the slammer?

4 Nirvana!

This isn't a pipe dream ... it's real!

Great satisfying meals that actually taste awesome!

Easy to prepare and easy to shop for, so you're not spending hours and hours at the market and in the kitchen.

With crazy variety so you're not eating that same awful thing every day and actually leave the table satisfied!

Example: They're pissed off about losing weight

5 Try it on:

Imagine ...

Losing weight without taking on hours of extra work each day.

Feeling that old energy, vitality and pizzazz return.

And the best part: Looking in the mirror and actually LOVING what you see!

6 Call to Nirvana:

If this sounds like what you've been searching for, discover how to get started in an all new LIVE masterclass.

That reveals how you can hop off that crazy diet you're on now. Or get over the thing you tried that didn't work.

And get into something that actually fits your life. You'll even get a download of your first 3 meals ... for FREE!

7 UP the Stakes:

I get it ... you're busy. And this seems too good to be true.

But do you want to keep measuring, struggling and hoping? Or discover a sane approach with a powerful twist that gets results?

8 The Train is Leaving

So let's make this happen. Reserve your seat before we go live on Thursday. All you have to lose is that extra weight (and your measuring cup!)

1 Icky-Land: I'm pissed off

2 Here's the story:

3 DISCOVERY!

4 Nirvana!

Now it's your turn

5 Try it on:

6 Call to Nirvana:

7 UP the Stakes:

8 The Train is Leaving

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/