12 QUESTIONS TO ASK YOURSELF

What do your ideal clients need to know before they say YES to your offer?

1. What do they need to know about **themselves**?
2. What do they need to know about **you and your expertise**?
3. What do they need to know about **their problem**?
4. What do they need to know about **this topic**?
5. What do they need to know about **facts and statistics**?
6. What do they need to know about **myths and misconceptions**?
7. What do they need to know about **not taking action**?
8. What do they need to know about **why they are not getting the results**?
9. What do they need to know about **what's possible**?
10. What do they need to know about **your approach or method**?
11. What do they need to know about **different options**?
12. What do they need to know about **mistakes they could be making**?

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