Leverage Preparation Form

1) Briefly describe your ideal client:

2) What are your ideal client's biggest struggles and challenges?

3) What frustrates them about their current situation?

4) What's one thing they want the most?

5) What are their other goals, dreams, desires and fantasies?

Leverage Preparation Form

6) What ONE PAID OFFER (service, program, product) you'd like to focus on for the LEVERAGE event (you need to pick ONE specific paid offer)

7) What is the promise of your paid offer? What tangible and measurable result, outcome, product or transformation will people get when they invest with you?

8) What one SPECIFIC problem does it solve?

9) What one SPECIFIC solution does it provide?

10) Why do you consider yourself an expert in providing this solution? (Degrees, certifications, work experience, background, past client results, personal experience, etc…)