



Selling Backwards Worksheet...

'Pro-Active' Energy Drink Sample

#	Step	Preview Webinars Questions	Mynders' Example: Energy drinks for the Athletic market... PREVIEW WEBINAR Model
7	The Desire	What is the prospect's strongest desire in the area that your product speaks?	They want to have an attractive body, lots of energy and stamina for their sport.
6	The Hook	What is the Product...phrased in terms of its key benefit(s), as seen from the perspective of the purchaser? (How will this increase his Revenue, ease his Business pain, enrich his life?)	Pro-Active ...This is a line of healthy energy drinks that is consumed before and after a workout. It has no caffeine, reduces cravings, and actually has a cumulative restorative, energizing effect. It is low on calories with an appealing citrus taste and does not make you feel bloated.
5	The Setup	What is the highest impact message or piece of content you can deliver that engages your prospect in the Webinar? (How are you speaking to their Desires...their pain of unfulfilled need?)	High performing athletes need 3 components to excel...1) Balanced Workout : A method that advances their readiness for competition in their sport. 2) Energy Maintenance : Assurance that their body will quickly be able to rebound from the stress and energy use of the workout. 3) Proper nutrition : maintaining a diet that supports the workout and doesn't add weight from over-indulging due to post workout low-energy cravings.

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4	The Bridge	Your Method for bridging the gap between your Content (which speaks to their desire) and your product solution?	What if you had a product that supported all 3 of these components? Present Energy Drink and its benefits.
3	The Focus Trigger	What is your optin message...Attention-Getter...that gets your prospect to register for that Webinar?	Are you an extreme athlete either looking to enhance competition results or to enhance your personal Goals in an active workout? Come learn from an International weight-lifting champion how you can enhance the 3 key elements in any successful performance regimen.
2	The Branding Message	What positioning message do you need to send to prospects on your Affiliates' Lists to position yourself...a previously unknown entity to them. (How do you take advantage of the relationship that your new prospect has with his/her Host...the owner of the List.)	(From Affiliates to their Lists of Extreme athletes)...Let me introduce you to Joe Smith, winner of numerous International weight-lifting awards. He's going to show you, in this content, his workout secret (that anyone can apply) that transformed his results from never making the finals into a consistent top 5 finisher.
1	The Filter	What message do you send to your Affiliate partner to interest them in promoting you and your product?	1) You have a List of athletes who want a competitive edge. I have content and a product that will show them how to get that competitive advantage. 2) There are strong conversions and commissions for you.