

SEPTEMBER 2023

BULLETS FOR INTANGIBLES

Template for Emotions

When you're selling something people can't touch it's even more challenging to stoke their emotions.

Whether you're selling a live event, a virtual program, or coaching, this is where you really need to do deep psychological research into the pain that needs to be solved.

You want to ask yourself, "What will they leave with?"

You can boil what people want in tangible products down to 3 things:

- Make more money
- Save more time
- Make it easy

It's the same with intangibles.

Let's break each one of those down.

Make more money

They'll make more money when they have:

- A strong mindset
- Balance in their lives
- An understanding of self-sabotage

Save more time

They'll save more time when they:

- Have more confidence
- Stop second-guessing themselves

- Are clear on their goals

Make it easy

They'll make it easy when they:

- Can tap into self-assuredness quickly
- Know they are making the right choices for them
- Don't react to speedbumps in their life

Cat Writer's Association

<https://catwriters.com/back-to-basics-the-2023-cwa-communications-conference/>

Audience is cat lovers who create written, visual, and audio media focused on cats.

Goal is to inspire, educate, and inform the public about cats.

The CWA is a place to gather like-minded cat lovers.

They also need to make money, save time, and have confidence in their work.

Make more money

They'll make more money when they have:

- A strong mindset
- Balance in their lives
- An understanding of self-sabotage

Generate money-making ideas faster than a cat pounces on a mouse so you're never staring at a blank page again

Discover how to repurpose content on multiple platforms to expand your audience and bring in the kitty cash

Turn doubt and self-sabotage around with this simple secret guaranteed to sell more

Save more time

They'll save more time when they:

- Have more confidence
- Stop second-guessing themselves
- Are clear on their goals

Crank out crowd-pleasing topics faster than your kitty wolfs down fresh tuna

Banish imposter syndrome and easily select purr-fect topics your audience will eat up

Use this little-known trusted source to uncover the most up-to-date feline medical breakthroughs

Make it easy

They'll make it easy when they:

- Can tap into self-assuredness quickly
- Know they are making the right choices for them
- Don't react to speedbumps in their life

Kickstart your confidence from the moment you wake up with this easy-to-do Asian secret

Rub virtual shoulders and collaborate with fellow feline lovers to easily generate fresh content

How to consistently tap into your level of genius even when life has more twists and turns than a ball of yarn

<https://chat.openai.com/c/ae7f770d-4894-4cb0-9f23-3108671830d0>

Coaching - Tony Robbins

<https://www.tonyrobbins.com/business-coaching/>

Make more money

Set clear goals that fatten up your bank account with someone in your corner

Separate yourself from the pack of hungry wolves by discovering your zone of genius

Keep your calendar filled with high-paying clients eager to do business with you even in tough times

Save more time

Stop wasting time on limiting beliefs that keep you strapped to the hamster wheel

Stop wasting time on limiting beliefs that squash you down and keep you small

Get to the top of your field faster with someone who helps you navigate pitfalls and find growth opportunities

Discover how to build a loyal team that doesn't cost you money

Make it easy

Easily create an action plan that fits in your life without sacrificing your emotional health

How to revitalize and repurpose your old ideas for massive return on investment

Flip on your power mindset switch to be more productive...with more time off to enjoy your loved ones