



1) My Solution [What I'm Positioning] is:

Magnetic Marketing = Intimacy
Specific Audience +
Specific Problem

2) My 'Top of Mind' Specific Problem is:

Specific Problem: Consider
'Top of Mind Symptoms'
What is your Audience
thinking about at 2am?

3) My Specific Audience or Egoic Label is:

Egoic Label is what your
Audience calls themselves
and will defend. ex. Mother

4) My Tantalizing Title is:

Results Based Title: What
result will your Audience
Experience from your offer?

5) My 3 Data Points are:

3.

Sample Tantalizing Title:
How much are your
EMPTY EVENT ROOMS
Costing Your Seminar
Business?

2.

For Data Points explain:
What [is the data point?]
Why [is it important to
understand data point?]
How [they can use concept]

1.