



Liquidation Offer Worksheet { Example }

Opportunities	Solutions	Outcome
No or little traffic	Targeted traffic sources, how to find target market, how to create ads that get clicks	Quickly and easily able to find and attract best prospects
Lack of clarity/overwhelm	Step-by-step instructions, specific tools and solutions, access to coaching	Complete clarity around strategy, have system set up, no more overwhelm, feel secure and supported
No or few leads	List-building system, capture pages, lead magnets, copywriting templates	Consistently converting traffic into leads, growing list daily, red hot buyers, list = push button money



Opportunities	Solutions	Outcome
Want more sales	Compelling offer, sales letter templates, examples, email follow up	Easily converting sales, self-funding ad campaigns, higher profits, more security
Want own products	Digital product creation training, physical product training, tools & resources	Credibility, personal branding, recognition, authority, status, raving fans and followers
Want growth/leverage	Scaling principles, systems & processes, hiring/firing, outsourcing, project management	Time freedom, ability to create walk-away income, true wealth building, travel, leisure, family time, lifestyle



List The Reasons They Wouldn't Buy (Objections, skepticism, obstacles)

- No traffic or list
- Afraid what others think
- Don't know how to sell
- Think selling is evil
- Believe it's a scam
- Technical stuff seems hard
- Tried this before and failed
- Don't have anything to sell
- Don't believe/trust you
- Don't believe they can do it
- Writing copy seems really hard



What are the top 3-5 objections from the list above?

1. Don't know how to sell/think selling is evil
2. The tech-stuff seems hard
3. This won't work for me/I don't think I can do this
4. Writing copy seems really hard