



72-HOUR LAUNCH LAB

DAY #1

CREATE AN OFFER THAT SELLS



DELIVER YOUR

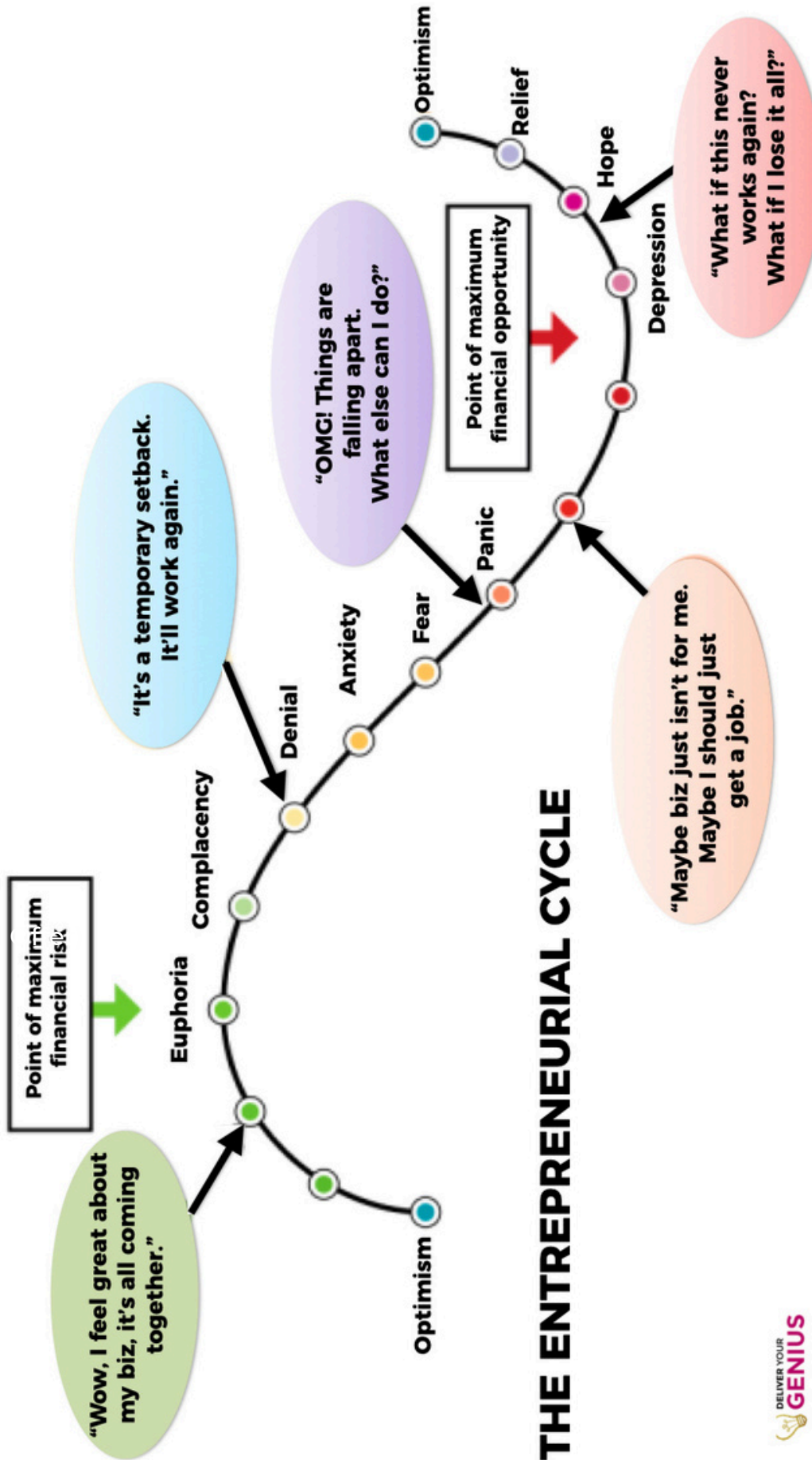
GENIUS

DAY 1: CREATE AN OFFER THAT SELLS

When do people buy? People buy when the value of the offer is greater than the Fear + Objections .

THE **IMPACT** EVALUATOR™

	Transformation Score	Cashflow Score
1:1	5	\$\$\$\$\$
RBTO (Results Based Transformational Offer)	5+	\$\$\$\$\$\$
Low	1-3	\$\$
FREE	1	0



Credibility Breakout Session 1:

Reason #1:

Reason #2:

Reason #3:

Designing your clients path to success starts with gaining clarity on...

A TO B EFFECT™



Notes:



Notes:

If you want to attract buyers, you must first identify why

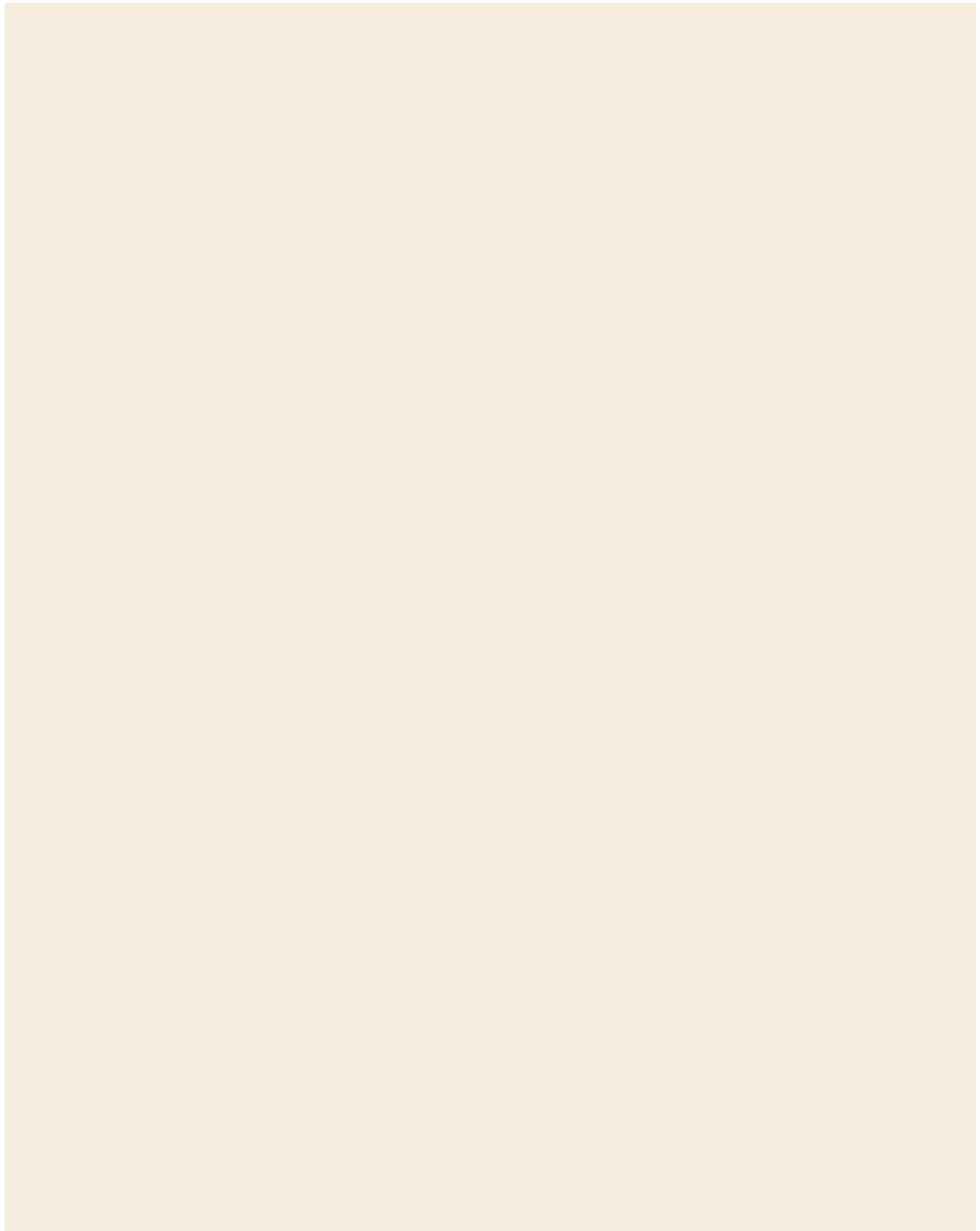
they didn't get success before

For true transformation, they need:

- 1 Results based system (simple tools and skills to implement)
- 2 Coaching (mindset to work through triggers, resistance)
- 3 Accountability + Accessibility (insurance to stay in integrity)

Mistake is:		
WHY THEY MAKE THAT MISTAKE (FALSE BELIEF)	WHAT'S MAKING THAT MISTAKE THAT'S COSTING THEM	EXAMPLE OF WHAT'S POSSIBLE WHEN THEY STOP MAKING THAT MISTAKE

Notes





MEET YOUR COACH,
Christina Tandali

**“Love what you do, get paid what you’re worth and
still have time for the rest of your life”**

I’m a confidence boosting, cash-creating Business Growth Strategist for coaches, consultants, and course creators who want to grow a wildly engaged and highly profitable Facebook group.

I started my business from ground zero while on maternity leave from my corporate job. Within 10 months I crossed my first 6-figures...
and handed in my resignation. Woo hoo!

But the truth was... I’d get a few clients here and there and then nothing, a dry spell. I’d stress about where my next paying clients would come from and it took a toll on my family.

Once I learned a predictable cashflow strategy my business flew past 7-figures (hello scalability) and I was able to work with my dream clients.

Now I’m on a mission to help 1000 entrepreneurs become millionaires!