

## What are Your Three Pillars of Conversion?

(Save to local hard drive before editing)

**EDUCATE:** What *essential facts* do your prospects absolutely need to know before they can business with you? (e.g. pricing, services, warranties, how it works, etc.):

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**BUILD TRUST:** Why should they trust you and believe what you tell them? (e.g. your experience, years in business, customers, testimonials, education, certifications, BBB, etc.):

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**ESTABLISH EXTRA VALUE:** What value do you provide that is above and beyond the product/service itself? (e.g. extended warranty, first-time buyer bonuses, speed of delivery, the specifics of your extraordinary service, etc.):

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