

5 DAY LIVE WORKSHOP



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DAY 2: Value & Need

The Golden Circle

Exercise:

What:	How:	Why:



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DAY 2: Value & Need

What about BOB?

Exercise:

What do you offer?	
What benefit does this provide?	
What is the benefit of the benefit?	
What is the benefit of the benefit?	



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DAY 2: Value & Need

Psychographics

Exercise:

What do I believe to be true?	
What is my attitude like?	
What do I want?	
What hurts me?	



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DAY 2: Value & Need

Exercise:

BOB	Pleasure	Pain



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DAY 2: Value & Need

Potential Value

Exercise:

How could your product/service be more valuable?	
How could you help someone better understand the value?	
How could you be more valuable without delivering your product or service? Think before AND after a transaction.	