

How To Create An Information “Magic Formula”

Information doesn't sound like it has a lot of value. Systems have more perceived value. But the average busy person doesn't want to invest a ton of time learning a bunch of “random information” - or trying to wade through a bunch of “trivia” to get to the SOLUTION they want. Even more, they want their Solution packaged up into a “Magic Formula” with simple action steps that deliver the result they want predictably and consistently - with as little risk and hassle as possible. Use this exercise to organize your Solution into a “Magic Formula” that you can present to prospective customers that INSTANTLY communicates that it will deliver the results they want.

Your Solution

What is the solution to your prospect's biggest problem?

3 Steps

What are the three specific action steps your prospect will use to solve their problem?

System Name

Name your system (Use this formula: “3-Step System for _____”)

How To Translate The Value Of Your System

As we learned, humans don't know how to value information very well. They need the value explained to them. In order to explain value, you need some kind of framework that connects what you do to what they value. In this exercise, we're going to translate the value of the System you're offering into three "currencies" - Money, Time and Work. By translating into three different types of value, you'll get a big insight into how to explain the value of your Systems (along with your Products, Advice and Coaching) so that others will pay you high prices for them.

Your System

Write down the name of your system here

Translate

Translate the value of your system into each "currency" of money, time and work

Explain

Explain the value starting with "Let me explain how this is going to help you..."