

Frameworks To Organize Your Concepts & Increase Their Appeal, Understandability & Perceived Value

Use these 7 Frameworks to structure and organize each of your Concepts and “Magic Bullet” Techniques into high-perceived-value formats that are attractive, appealing and valuable to your customer. Take one concept, then “Framework” it with each of these Framework Models to practice.

Theory > Practice

Inner Game > Outer Game

Physical > Logical > Emotional

Past / Present / Future

Story > Analysis > Takeaway Action Steps

Common Sense > Shocking Reframe > New Success Formula

4 Learning Styles: Why > What > How > What If

