



# **The 3 Key Components**

**You Must Get Right To Sell Online**

**BONUS#8**  
**The Benefit Driven Vision**

# The Problem

## There Are A Thousand Obstacles To Overcome At Every Step

### How Do I Keep Moving Forward When I Have Nothing Left!?

We Buy On Emotion

We Buy The Emotion



Just Like Our Customers Need To  
Feel The Emotional Benefits Of Our  
Products In Order To Buy...

We Need To Feel The Emotional  
Benefits Of Success In Order To  
Motivate To Keep Moving Forward!

**Warning:**  
**So This Might Seem Weird**

**We're Going To Create And  
Visualize Our Ideal Future**

But It's Not Enough Just To  
Visualize It...

We Need To Feel It!



# Action Vs Outcome

1. Create Your Benefit Driven Vision (Outcome)
2. Take The Next Right Step (Action).



# Crafting Your Benefit Driven Vision

## Find Your Emotional Motivators

- Dig deep!
- What do you want most to be, do, have, accomplish?
  - Why are you REALLY doing this?
    - Be honest
    - Selfish is OK here
- Create a future life where you have all those things you want most
- Make it as real as possible
  - Engage all your senses
  - Make it detailed and vivid
  - Set it in an exact time.

We Need To Be Able To Feel The  
Emotions Connected To Having  
And Experiencing That Life



# Crafting Your Benefit Driven Vision

## The Sights

Consider starting with your home

- See where you live. (What City? Country? Near family? Away from family?)
- See your home.
  - Describe the view driving up to your house in December?
  - What do you see looking out your bedroom window at dusk summer evening? Do you see woods for miles? Is there a pool? Can you see the mountains? The ocean?
  - What do you see when you first open your eyes in the morning?
  - What kind of car do see in your driveway?
  - What does your living room look like? Your kitchen? Your home office? Your staircase? Your bedroom? Your bathroom.

# Crafting Your Benefit Driven Vision

## The Sounds

- What do you hear when you wake up in the morning? When as you fall asleep? Around the dinner table? When you watch a movie?
- What does it sound like standing on your front porch? On your back deck? In your yard? Do you hear nature? Rushing wind? The sound of the city?
- What does your car sound like when you start it up?
- What does your husband or wife or kids say to you before bed? How do they sound?
- Do you have music playing at dinner?
- What do you not hear at 10am on Monday morning? A boss? A factory? Horns honking.

**Quick reminder:**  
Don't visualize a general future state.  
Put yourself in a **specific moment in time**.

# Crafting Your Benefit Driven Vision

## The Taste, Touch, Smell

- You just woke up on a Tuesday morning at 8am. What do you smell?
- What are you eating for breakfast today? How does it taste?
- Experience the feeling of getting in the car you've always wanted
- Begin there to greet and hug your kids when they get in from school
- Summer lunches by the pool?
- Hiking, Biking, Running
- Starting up late. Sleeping in
- The conversation you have about quitting your current job.

Design Your Ideal Life In Vivid Detail  
And Try To Feel Every Aspect Of It...

And Whenever You Need Motivation...  
Close Your Eyes And Spend 5 Minutes  
Feeling Every Aspect Of It

# Then Say This Yourself Outloud

“If You Don’t Get Up Right Now  
And Take The Next Action, You Will  
Never Experience Any Of That!”



This Is The Benefit Driven Vision

And It Worked For Me Over And Over  
Again To Push Through When I Had  
Nothing Left

# I Know It Can Do That For You!

Now...

**Go Change The World!**





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