



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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