



People don't buy products or services...

They buy outcomes. They buy access to the "After" state.

- What does your prospect **HAVE** in the "Before" state? What does your prospect **HAVE** in the "After" state?
- How does your prospect **FEEL** in the "Before" state? How does your prospect **FEEL** in the "After" state?
- What is an **AVERAGE DAY** like for your prospect in the "Before" state? What is an **AVERAGE DAY** like for your prospect in the "After" state?
- What is your prospect's **STATUS** in the "Before" state? What is your prospect's **STATUS** in the "After" state?

	 BEFORE	AFTER 
Have		
Feel		
Avg. Day		
Status		

How much you can charge?

What is the distance between the "Before" and desired "After" state?

That distance is called VALUE.