



## 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.