

1 BIG MISTAKE

that can cost you \$100K
a year.



Jacob Pegs
@most_mojo



YOU'RE POSTING

about your offer.

But, you're wondering why
you're not booking any calls.



Your offer tackles:

- Solutions**
- Benefits**
- Results**

But you're getting crickets.



You fail to connect your offer to the client's pain.

Until you do that, they're not going to buy.



There's 2 types of pain.

- Physical**
- Emotional**

**Use both of them to
make it hurt and convert.**



Example:

A knee guard provides support for those with joint pain.

Physical:

Joint pain.

Emotional:

Missing out on family time .



**EMOTIONAL
MANIFESTATION
OF PAIN MAKES
PEOPLE BUY.**



**Talk more about these to tie
your offer to the client's pain.**

Emotion is 90% of your offer.

The other 10% is the logic.

**Tie any physical pain to
an emotional strain.**



Logic won't hurt anyone.

Emotions trigger people
to want to act.

They hate where they are.
Help them make the decision
to want to change.

Make it

HURT.



**Have you struggled getting
clients to convert into sales?**

DM me "MAKER" and let's chat.

 **Repost if you found this useful.**



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