

2. Define Your Product

1. Describe your product using only 6 words. A stranger should be able to identify it by the six words alone. If this activity is difficult your product is NOT focused enough.
2. Describe it using 26 words. Strike a good balance of using benefit and features.
3. Who is this product primarily for? (age, gender, diagnosis, occupation, body part, condition, etc.)
4. Who else can potentially benefit?
5. What are the benefits?

6. What are the features? What's included with the program, etc.?

7. What's the duration? Should be 30-60-90-120 days.

8. How much will it cost? What's the payment plan price?

9. Are there any contraindications? Precautions?

10. What are the "be wary"s?