THE 5-MINUTE GUARANTEE OPTIMIZATION

Because you can do better than simply reverse the risk...

COPY HACKERS

CHECKLIST

- [ ] Brand your guarantee
- [ ] Demonstrate unshakeable confidence in your training
- [ ] State the guarantee length
- [ ] State the specific actions they'll be taking during that time to produce the outcome
- [ ] State the specific emotional and tangible benefits they should see in that time frame
- [ ] *If those benefits aren't achieved*, state the exact process for getting a refund

SESSION NOTES

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Presented to you by copywriters Ry Schwartz and Joanna Wiebe