



RAQUEL M.R. THOMAS

BUSINESS MASTERMIND

Effective & Authentic Marketing: Marketing, Putting It All Together

Who are you talking to?

What are their known problems?

How are their known problems negatively affecting their life?

What will happen if they don't change?



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What's your story as it relates to turning your mess into success?

What will happen to their life (benefits) when they engage your services?

What are the benefits behind the benefits?

What is your irresistible offer with additional bonuses and investment options?

What have other people just like your customers said about you?