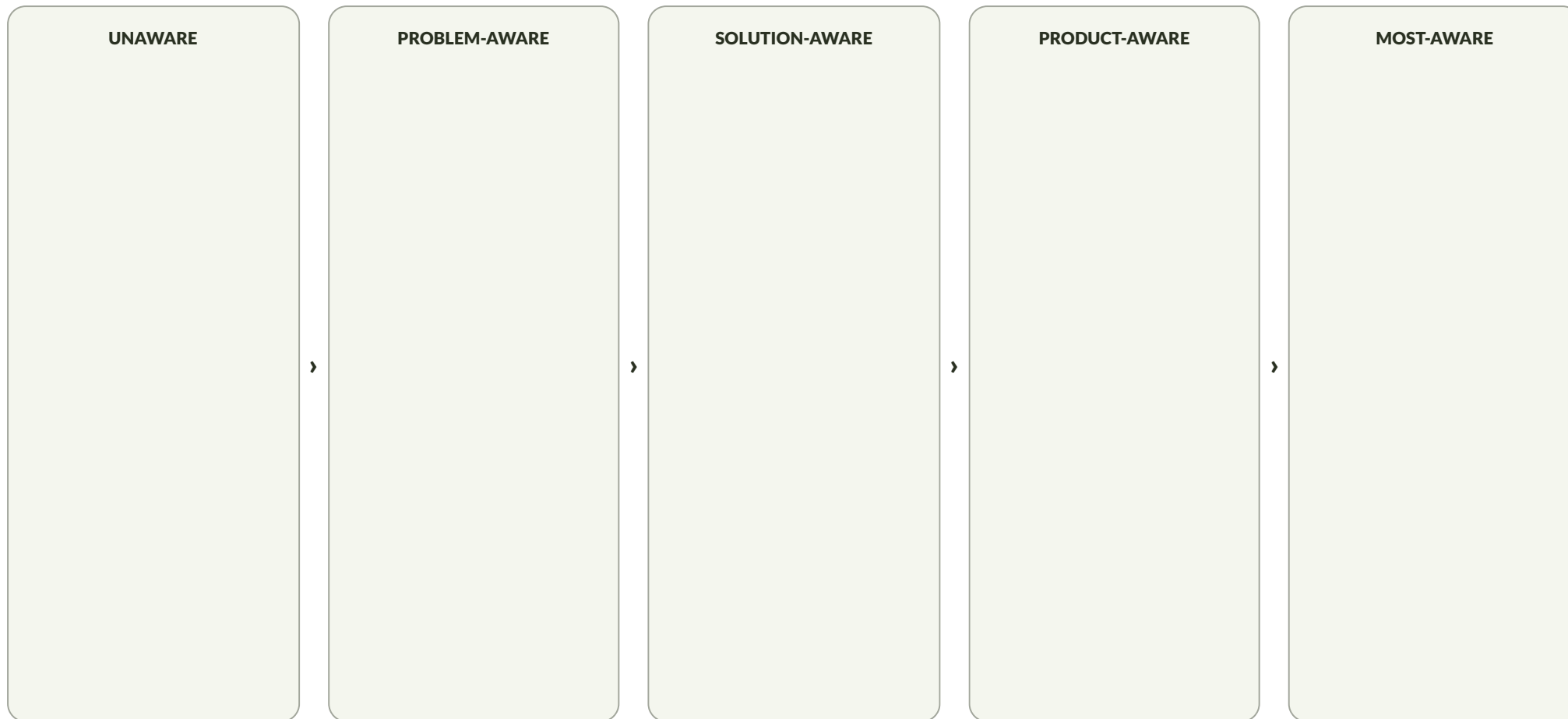




● **UNWARE:** Make the invisible problem visible.

● **PROBLEM-AWARE:** Name and agitate the felt pain.

● **SOLUTION-AWARE:** Explain the mechanism / category.

● **PRODUCT-AWARE:** Differentiate and handle objections.

● **MOST-AWARE:** Lead with the offer and remove friction.