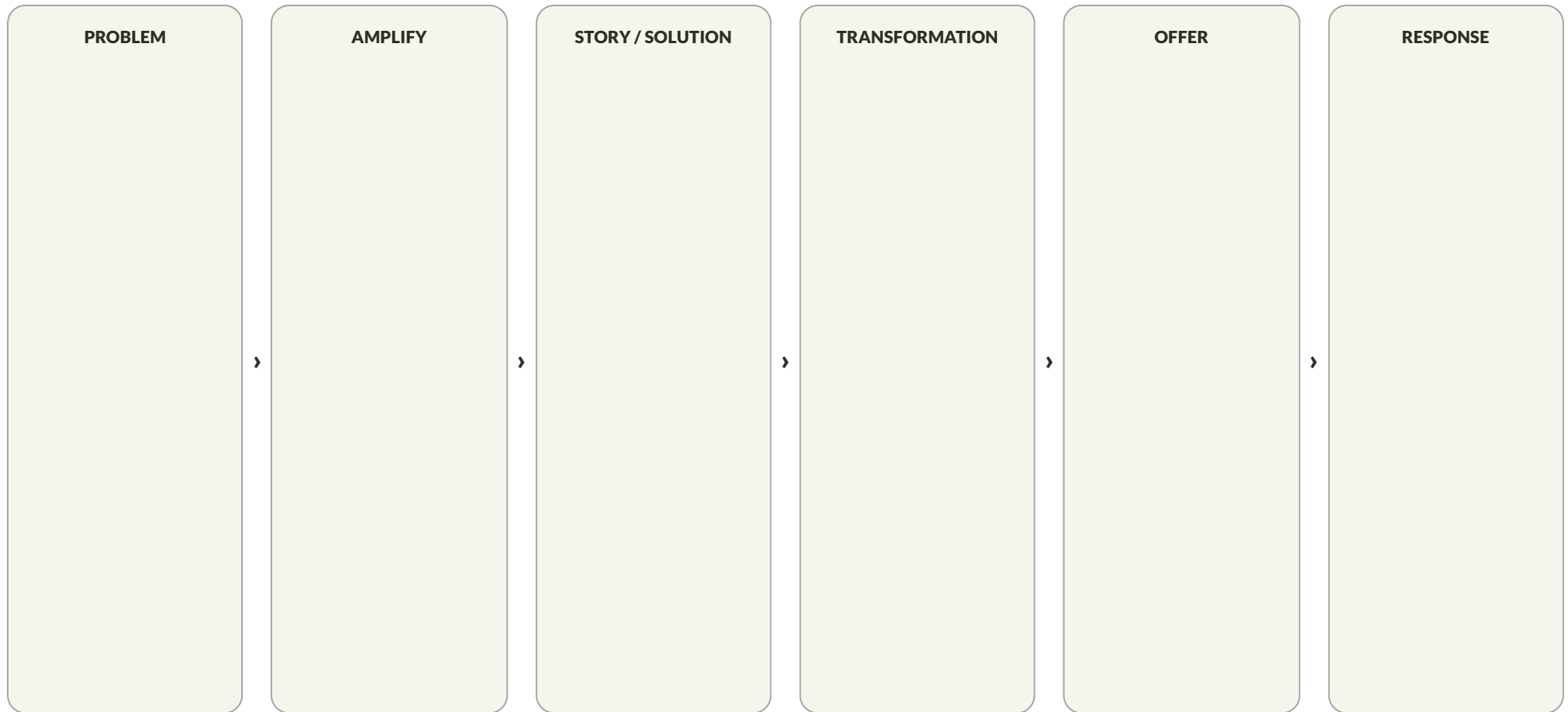




● **PROBLEM:** Name the pain.

● **AMPLIFY:** Make the cost felt.

● **STORY / SOLUTION:** Build belief with proof.

● **TRANSFORMATION:** Show the after-state.

● **OFFER:** Lay out the full offer.

● **RESPONSE:** Ask for the action.