

HOW TO PRE-SELL ANYTHING

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Problems It Solves

1. How do you ask for [your Victory] currency before you have a product?

This can feel awkward: how do you ask someone to give you currency when you have nothing to give them in return? You will learn how to do just that in this chapter.

2. How do you avoid losing/disappointing your customers in the process?

Imagine pre-selling your product to a few customers, only to discover you can't deliver the product to them. How do you save these contacts and customers that you have worked so hard to get?

In this chapter, you will learn not only how to avoid disappointing your customers, but how you can come out ahead even if you have to change course based on the results of your experiments.

HOW TO PRESELL ANYTHING

1 WHAT CURRENCY? _____

2 HOW MUCH? _____

3 HOW WILL YOU ASK? _____

4 YOUR ASK
Write or draw your ask

5 HEROIC RECOVERY PLAN
1 - 3 steps that will help your customers solve their problem

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Grab your How to Pre-Sell Anything worksheet