

# The Product Marketing Report



How to Attract the **Right Prospects** to Your Business  
Who Will Trust You, Buy From You Time and Again,  
Helping You and Them Create What You Both Want.

By David P Marshall

## What is The Product \_\_\_\_\_

**End Point:** what do they need to know before they buy it from me..what do they need to believe about me, the product, themselves, their life, their issue

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## Identify The Conflicts Your Prospects Have?

What goals are they continually struggling to achieve?

What problems do they deal with consistently that they're unable to resolve?

What do they worry about lying awake in bed late at night?

What do they hate doing the most in their day-to-day business?

What tasks do they struggle with the most?

What do they put off or procrastinate over or avoid?

What holds them back from their goals?

Who might be the biggest barrier to their success?

How do they feel struggling every day of their lives?

Notes:

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## What is Your Claim for the product:

Your claim needs to be a statement that promises an irresistible, unique benefit... that is meaningful to your prospect. One that will solve the prospect's conflict, and also leave them better off than they were before... And preferably do it as fast and easily as possible. It must be superior in the eyes of your prospect.

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**Why is it meaningful to the prospect? What's important to them about it?**

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## Convincers:

First and foremost, you have to convince them the conflict that you surface for them is really important and needs to be solved. Remember, a conflict that isn't causing some significant pain or frustration in your prospects' lives, won't get them to consider taking action to solve it. Second, you have to convince them your product will do the job and deliver on your claim. Effectively that your claim WILL make their conflict go away.

Not only that, but it's the best way to eliminate or overcome the conflict FOR THEM – based on who they are, the resources they have, and what they may have tried in the past.

Finally, you have to convince them of your own credibility. That you are the go-to person for this solution. That you're experience, know-how, whatever, is the only thing that will solve whatever is hurting them. You have to convince them that YOU are the only person who can make the claim you just made reality in your prospect's life.

**What would be powerful convincers?**

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**Why does this need to be solved for the prospect? What will happen if NOT solved?**

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**What can I make credible to the prospect?**

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## Commitment

OK, by now, you have raised a conflict in your prospect's mind that must be solved sooner rather than later. You've overwhelmed them with a spectacular claim of a solution to their problem once and for all. And you've blown them away with credible evidence convincing them that you are the guy (or gal) and that your product is the ONLY thing that will eliminate their troubles

Because this is the point where you essentially sum up your entire offer. Again, it's another big opportunity to ratchet up the perceived value of your product or service. Don't drop the ball here and don't hold back!

How about throwing in some special premiums that address their objections and make the deal even more irresistible? The more perceived value you can add to an offer, the more desirable your offer becomes...

**How can this be easy to purchase and immediate to access?**

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**What is the irresistible offer? Why is it so good?**

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## Here are the 4 C's of your Sales Message. Just so you're all clear, let's recap them.

- 1) **Conflict:** Your prospect's conflict is some struggle in their life. A goal that is out of reach or a problem that won't go away.
- 2) **Claim:** Your claim is the promise of a solution to the conflict and a big benefit that your product will deliver that is meaningful to the prospect. Remember: THE BIGGER, THE MORE MEANINGFUL, THE BETTER.
- 3) **Convince:** The bigger the claim, the more credible convincing you have to do. You need to prove, through various means, that your product will solve your prospects' conflicts, and you need to prove that you are the go-to expert that will get the job done for them.
- 4) **Commitment:** Here you need to make it as easy and irresistible as possible to take action and purchase what you're offering

## Handling/Overcoming Objections:

Prospects do not buy because one and more of the following reasons. You MUST know what the objections are and over-come them as soon as you can..

Have not got enough

time.....

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I just do not believe you or IN  
you.....  
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My Partner will not like it if I buy/commit to  
this.....  
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Others can do this but I cannot do  
it.....  
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I do not have enough  
money.....  
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This form is evolving as my business does and it not exhaustive.

If you complete this form out as best you can, put effort into it, make it your MISSION to fill this out.

When you do, you will more aware than 90% of those in your market, allowing you to market yourself and business better, serve your customers better and make more profits for your business.

If you have any questions email me: [info@davidpmarshall.com](mailto:info@davidpmarshall.com)

I look forward to helping you make a difference,

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To you success,

*David*