



YOUR Mission Today

IF we knew that new customer fear of change would remain
THEN how should we change our offerings, methods and messages

HOW Change <u>OFFERINGS</u> To Address Customer Fear STIMULUS	First Reactions	Second Generation Ideas
Double Meaningful Uniqueness Be the FIRST to...		
Double Meaningful Uniqueness Be the ONLY to...		
INCREASE the Difference In What Customers Get		
DECREASE the Difference In What It Costs		



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HOW Change <u>MESSAGE</u> To Address Customer Fear STIMULUS	First Reactions	Second Generation Ideas
Unexpected MONEY BACK GUARANTEE		
Unexpected ENDORSEMENT		
Unexpected Way To IGNITE Word of Mouth		
Unexpected Way to Offer FREE SAMPLE Full - Digital - Partial		



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HOW Change <u>MESSAGE</u> To Address Fear STIMULUS	First Reactions	Second Generation Ideas
Unexpected Way to GET ATTENTION to Our Sales Message		
Unexpected Way to be MEMORABLE with our Sales Message		
What is an OBVIOUS FEAR customers have?		
What do customers MISPERCEIVE ?		
How can we QUANTIFY How Much BETTER We are?		
What do we do GREAT But don't Brag about?		



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AN IDEA to CONSIDER	DEATH THREAT 	Fail FAST Fail CHEAP LEARN MORE - Connect - Research - Try