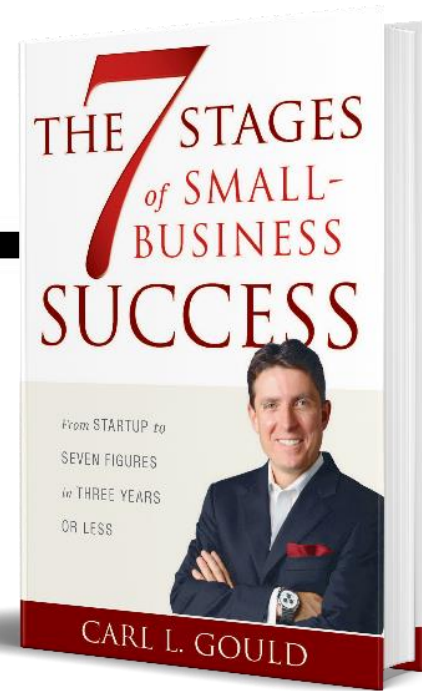
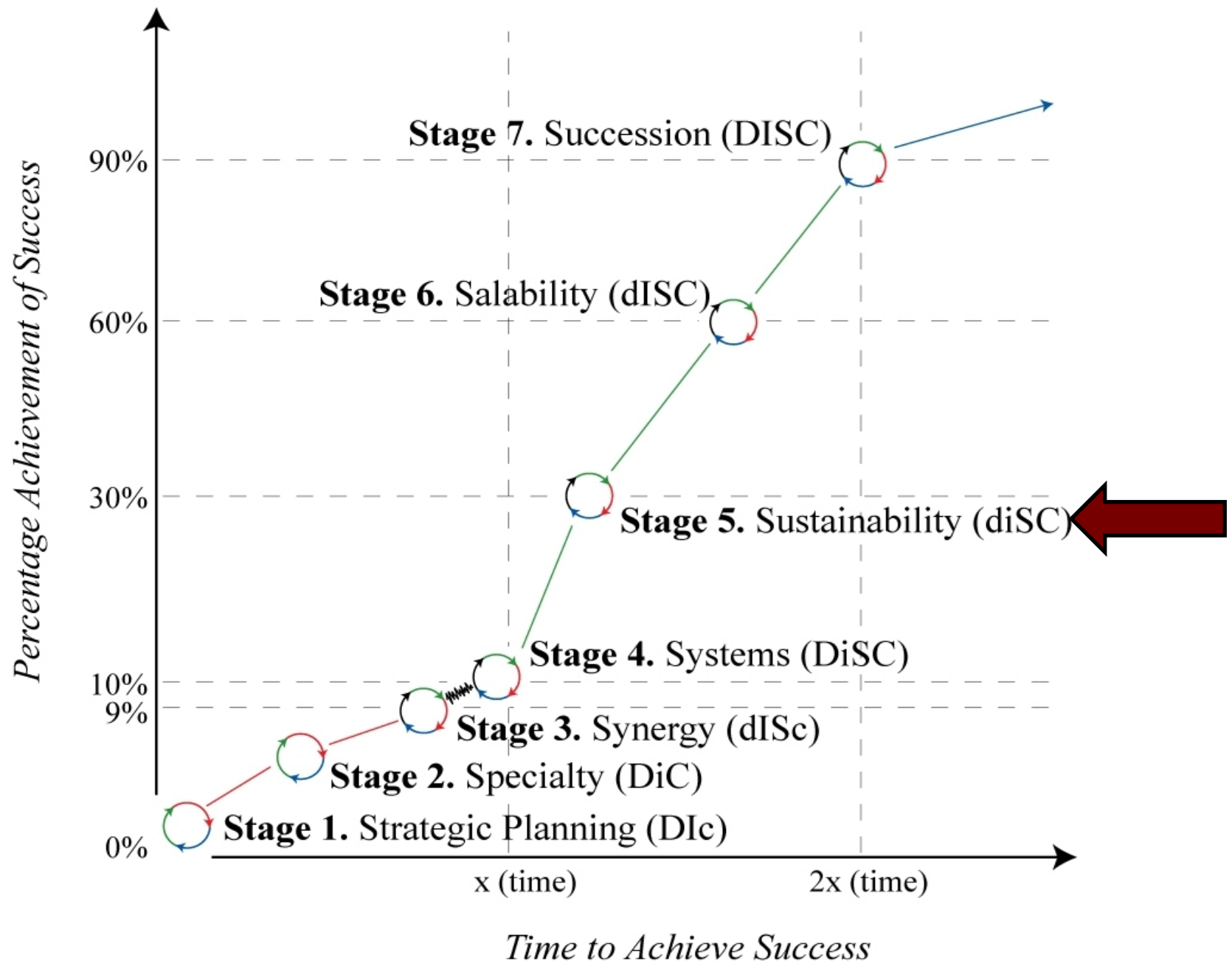


# SUSTAIN YOUR SMALL BUSINESS THROUGH A **BOLD PROMISE**



*...with Carl Gould  
Chief DISCoverY Strategist  
7 Stage Advisors*



# The Promise



*Make the promise that  
no one else in your niche  
has the guts to make.*

# **BOLD PROMISE MENU!**

## **NEED 3 STRATEGIES:**

**Up:** Raise Fees

**Down:** Bundling/Clubs

**Sideways:** Free!

# Obnoxious Offer!

	Bronze	Silver	Gold
<b>Industry Complaints</b>			
1. _____			
2. _____			
3. _____			
4. _____			
5. _____			
<b>Value-Added Services</b>			
1. _____			
2. _____			
3. _____			
<b>Price.....</b>	\$	\$\$	\$\$\$\$

Gold - Guarantee



# SUSTAINABILITY

*Buyers want what they  
(perceive) they can't have*



# SUSTAIN-ABILITY

## HOW

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## WHY

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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