

# HOW TO GET YOUR AUDIENCE TO TAKE ACTION!

No More Trial & Error



Stop wasting time on guessing how  
to get your audience to take action.

**LEARN HOW TO CREATE THE  
PERFECT MESSAGE THAT MOTIVATES  
YOUR AUDIENCE TO ACT NOW!**

*How? Focus on these 4 things...*

# BUILD YOUR C.R.E.D.

To build the perfect message you need to think like your audience and know their exact:

- **C**oncerns
- **R**esults
- **E**xpectations
- **D**esires

*Let's Get Started!*

# THE CONCERNS

You want to know your audience's concerns as it relates to...

- What's currently **holding them back?**
- What is the single biggest problem **keeping them up at night?**
- What do they know about the **solutions that exist to** solve their problems?

# THE RESULTS

You want to know the results your audience is seeking...

- What do they **want to have** once they've solved their pain or need?
- What do they **want others to see** once they've solved their pain or need?

# THE EXPECTATIONS

You want to know your audience's expectations...

- How much time do they **expect to spend learning** about the solutions they seek?
- What do they **expect from a product** they buy?
- How do they **expect your solution** will impact them?

# THE DESIRES

You want to know your audience's motivations and desires...

- What truly **motivates them?**
- What emotions **affect their buying decisions?**
- What do they **desire more of?**

# LET'S RECAP

Build the perfect message and  
**get your audience to take action now**  
by knowing their exact:

- Concerns
- Results
- Expectations
- Desires



End