Ready, Set, Launch!

Challenge Day 1 Assignment

1. What is the main RESULT your product creates for your customer? ____________________________________________________________

2. WHO really wants those results? _____________________________

3. Does your current audience desire the results your product creates?    YES       NO

4. What sets your product apart from the crowd? What are your product's unique strengths or features? ____________

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RSL Challenge Day 1 Assignment (continued)

5. What flexible pricing options can you offer?
   #1 _____________________________________________ $_____
   #2 _____________________________________________ $_____
   #3 _____________________________________________ $_____

6. How will you create urgency? (limited time discount, price going up, limited quantity, cart closing, etc.)
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

7. How long will your promotion last for? _________________
   __________________________________________________________
   __________________________________________________________

8. Clearly explain exactly **what** you are selling:
   In one, simple sentence, what is it? _________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   Who would benefit from it? _________________
   __________________________________________________________
   __________________________________________________________
   How will it be delivered? _________________
   __________________________________________________________