

HooktoWin Tacklebox: Premium Plus

Course Description

It seems like the people training you don't always get it. They tell you how to make the changes you need to get the amazing results you want. When you're listening to them it sounds... amazing. Until you try to do it yourself.

At that point, everything's a mess. People aren't responding the way you need them to, you make a mistake that seems obvious to everyone but you. You weren't even aware there was something you needed to avoid. You jumped in with both feet and in those moments, it feels like you've broken both legs. Our goal with this course is to help you avoid that.

Here's what you get

- 12 classes in mpeg & mp3 formats
- 12 hours of live group discussion with Rachel or Andrew
- Mp3 recordings of each group discussion
- Direct access to our team email.

Course Schedule

You'll receive **two** classes each week. Classes are emailed at the beginning of the week. Each class is available on demand.

Week 1: Target Audience, Triggers

Week 2: Problems, Solution

Week 3: Objections, Testimonials

Week 4: Risk Reversals, Uniqueness

Week 5: Presentation, Focus

Week 6: Content, Systems & Procedures

Live Group Discussion

You'll be able to join a live 2-hr call each week for group discussion. Use these calls for questions and comments. Email any questions you want to discuss at least one day before each call.

As a bonus you'll also receive

- **The School Strategy.** Have you ever struggled to get customers to buy the next product? Our school strategy shows you how get your customers to buy the next product consistently and at higher prices.
- **School Strategy Systems.** Repeat sales are tough to come by when you're missing the right system. You'll need to have 3 specific systems, and a process that's not dependent on any single person.
- **The Topic Expander.** A cheat sheet that shows you how to create focused content. Take your prospects from outsider, to convert, to customer naturally, and without coercion.
- **The Hot Sheets.** Creating "good" content isn't enough. You need amazing content if you want to attract a customer's attention. The Hot Sheets shows you how to find the resources you need from those who are willing to share.
- **Trigger Maps.** Show you how to borrow attraction and attention from others. Use it to instantly grab attention for your product or service.