

Cartesian Questions Quadrant

Here's a simple yet effective set of 4 QUESTIONS you can utilize to explore potential and consequences for the overall "ecology" your important decisions.

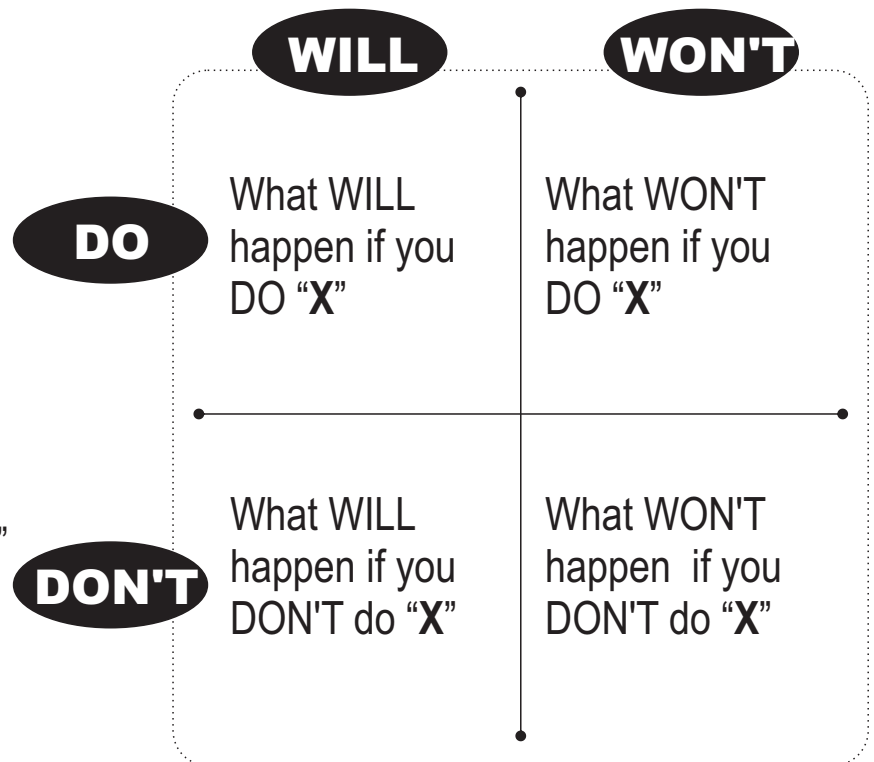


When you or someone else is faced with making a decision, check out the effects, consequences and outcomes while exploring the overall ecology.

Here are the 4 questions.
Ask them in the order presented:

After asking each one, ask "and what else?"

- ▶ What will happen if you do "X"
- ▶ What won't happen if you do "X"
- ▶ What will happen if you don't do "X"
- ▶ What won't happen if you don't do "X"



Here's an Executive Summary template which answers these **5** key QUESTIONS:

- **Step ①** What urgent **PROBLEM** is my target audience experiencing?
- **Step ②** What unique **SOLUTION** is now available to my target audience?
- **Step ③** Why is my target audience **STUCK** with the urgent **PROBLEM** and not yet discovered the unique solution?
- **Step ④** What the step-by-step **PROCESS** my target audience must go through to solve the urgent **PROBLEM** if they don't invest in the unique **SOLUTION**?
- **Step ⑤** What's my target audience's first physical **ACTION** to get started?

CASE STUDY: Marketing Makeover Generator™

URGENT PROBLEM: There's no simple, cost-effective way for independent professionals, small business owners or entrepreneurs to generate online leads without having HTML and web programming know-how.

UNIQUE SOLUTION: Marketing Makeover Generator™ can instantly explode online sales and profits by automatically creating opt-in pages that capture highly-qualified prospects with least human effort possible.

WHY STUCK? There's no all-in-one eBusiness solution has website templates, audio/video recording, an online database, a bulk email sender, unlimited autoresponders, exit surveys, split testing software and other prospecting tool for less than \$40 per month.

CONVENTIONAL PROCESS: Without MMG, you have to find these e-Marketing tools from reliable vendors: 1) Email Database, 2) Bulk Email Sender, 3) Audio/Video Recorders, 4) Exit surveys pop-ups, 5) Auto-on system, 6) Web designs, 7) Split testing software, etc.

FIRST ACTION: Visit www.TripleYourConversion.com to claim your \$1 trial for 7-days of unlimited utilization. After you subscribe, you'll get free instant access to a 2-hour online teleseminar training of how MMG can triple your conversions at www.MMGTraining.com