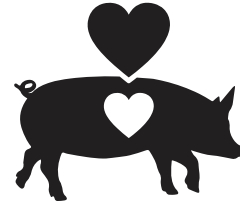


The MASTER Grid!

This is a Brainstorming Worksheet that hits all of your customer's triggers. The three ROWS cover the Value of doing business with you, overcoming the Objections of doing business with you, and the fun and intriguing posts that are worth sharing and talking about. Each rely on the others for optimal success. The COLUMNS are broken down into the three ways that our customers make decisions Brain - Logically, Heart - Emotionally, and Gut - Spontaneously.



**WHAT'S YOUR
BACON?[™]**
MASTER HAPPINESS

Brain

Heart

Gut

Value

| |
|--|
| |
|--|

| |
|--|
| |
|--|

| |
|--|
| |
|--|

Objections

| |
|--|
| |
|--|

| |
|--|
| |
|--|

| |
|--|
| |
|--|

Sharability!

| |
|--|
| |
|--|

| |
|--|
| |
|--|

| |
|--|
| |
|--|

