

5 Buyer Beliefs

by Stephen Hutson

PRODUCT

Grand Canyon Training Program

STAGE 0

PROBLEM: I'm stuck in my life and I'm out of shape

WANT: I want to reclaim my health, get in shape, and get unstuck.

STAGE 1

Diagnostic

BELIEF: _____

DECISION: _____

NEXT STEPS

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STAGE 2

New Direction

BELIEF: _____

DECISION: _____

NEXT STEPS

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STAGE 3

Unique Solution

BELIEF: _____

DECISION: _____

NEXT STEPS

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STAGE 4

Method

BELIEF: _____

DECISION: _____

NEXT STEPS

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STAGE 5

Best Next Step

BELIEF: _____

DECISION: _____

NEXT STEPS

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