

## WEB GENIUS SUMMIT PREP for ANN CONVERY MARCH 18<sup>th</sup>

1. Identify the biggest **challenge** you have in getting people to be interested in /buy from you.

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2. How do you differentiate yourself now? What makes you **unique**?

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3. What's the **best result** you produced for others?

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4. What is one **Trigger** word (emotional hot-button word) you are currently using?

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5. Are you using **Unhearable** words (neutral, abstract or jargon)?

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6. Are you marketing directly to the **Primitive Brain** in your prospective clients and customers?

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7. **Educate** me. Tell me something fascinating I didn't know about your business.

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8. What are you really selling? **Money, Love, Health** and/or **Time**?

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9. Tell me a **Riddle** about what you do. **Tease** me about what you do.

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