

**EXAMPLE**

- **Ultimate end goal:** Sell \$12,000 coaching program
- **Problem solve:** How to create an ascension sales funnel
- **Know / Believe:** Ascension funnel is the way to help more people and generate higher profits in their business
- **Biggest pain:** Unable to scale their business
- **Prevent from buying:** Lack of trust, funds, belief

Ultimate end goal:

Problem solve:

Know / Believe:

Biggest pain:

Prevent from buying: