Marcus Sheridan's THE BIG 5"

COST

Explain cost and pricing — and what factors make those numbers go up or down.

PROBLEMS (FEARS)

Be open about the problems, shortcomings, and drawbacks of what you sell.

COMPARISONS/VS

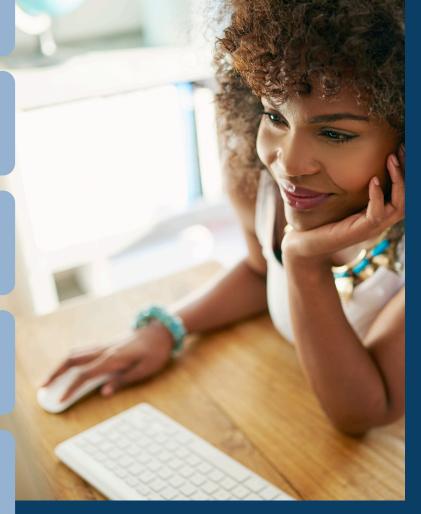
Explain cost and pricing – and what factors make those numbers go up or down.

REVIEWS

Produce "Best of" lists that cover best in class, best practices, and more.

BEST

Create (or collect) helpful reviews from experts and past customers.





Sourced: impactplus.com