

Marcus Sheridan's "THE BIG 5"

1

COST

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

2

PROBLEMS (FEARS)

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

3

COMPARISONS/VS

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

4

REVIEWS

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

5

BEST

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

