

# **THE 4 “UNDER THE HOOD” QUESTIONS YOU MUST ANSWER TO WRITE PERSUASIVELY**

1. WHAT IS THE READER’S CURRENT SITUATION?
  - a. What makes it feel shitty? (i.e. What pain do they feel?)
  - b. What are the long term implications of staying there?
2. WHAT IS THEIR DREAM STATE?
  - a. What makes the dream state so good?
  - b. How will they feel about themselves when they have their dream state?
  - c. How will others perceive them when they have reached their dream state? (i.e. status)
3. WHAT IS THE UNKNOWN PART OF THE PROBLEM KEEPING THEM FROM THEIR DREAM STATE?
  - a. What have they tried before, and why didn’t it work?
  - b. What “if...then..” law of nature do they need to follow to get their desired results?

#### 4. HOW DOES YOUR PRODUCT/SERVICE SOLVE THEIR PROBLEMS AND CARRY THEM TO THEIR DREAM STATE?

- a. How does it address their previously unknown part of the problem?
- b. How does it remove risk?
- c. How does it save time?
- d. What makes it easy?

Example:

HU2

1. Current state and why is it painful?
  - a. Broke
  - b. Oppressed
  - c. Can't be free - Can't go on holiday to visit sick family
  - d. Work for a boss and lick his ass
  - e. Spend all your time at a place you don't want to be
2. Dream state?
  - a. Wake up whenever you want go grab a coffee
  - b. Go to Dubai and those expensive places on instagram
  - c. Buy things to solve any problems or inconvenience without even looking at the price.

- d. Don't have to say in any country can move whenever or wherever you want
- e. Don't have to suck up to anyone → self respect

### 3. Problem

- a. Knowledge of the rich, How money works, how wealth is created, ---> system for getting money and growing wealth (how to stop trading time for money and instead create assets/ invest
- b. If you learn specific ways to earn money and create assets used by the wealthy and successful Then you can stop trading time for money and become financially free.

### 4. How does HU2 solve problems and deliver them to their dream state?

- a. Network with the information about the specific money models and ways to make money and escape the rat race
- b. Access to people in that dream state, mentors help you implement the systems and avoid mistakes, save time