

P.A.S.T.O.R

Marketing Methodology

P = Problem

* Identify the problem.

A = Amplify

* What will it mean if you don't fix the problem.

S = Solution

*Here is the answer to your problem. S can also stand for STORY.
People love to hear stories.

T = Testimonial

*Prove It. Show that it works.

O = Offer

*Make power offer. Talk 10% physical stuff. 80% Transformation that will occur for people.

R= Reponse

*Ask for a response. Click the big button.