


Phrase Discovery Process

Got your questionnaire finished? Okay.... good.

Now you're ready to get your hands dirty. (So to speak... I hope your keyboard isn't that gross.)

Here's what you need to do next, in order:

Remember... TAKE YOUR TIME with each of these steps. And it WILL take you a while! (But it's so soooooo worth it & will make the rest of the modules SO MUCH EASIER and give you the BEST wording.)

1. Go through your questionnaire answers and **bold phrases that stand out to you emotionally**. Don't over think it. If something calls out to you, bold it. **If lots of things call out to you, bold lots of things.**
2. Filter these bolded phrases into two categories. First category: phrases that are emotionally charged & clear as-is. (These are ready-to-go emotional hooks you can envision somewhere on your site.) Second category: ambiguous jargon that doesn't make sense out of context.
3. Take the second category & spell out the jargon. How does that phrase play out in real life? **GET SPECIFIC**. (Remember: body language reactions, where they feel emotions in their body, what *specific* actions take place, etc.)
4. Kiss your own ass. (Read: Imagine you're your ideal customer and just made the best decision of your life by buying from you. Write down the thoughts running through your head.) **DO NOT HOLD BACK.**
 -  **Note: THESE are what we'll refer to as "Emotional Hooks" throughout the rest of the course.**