

# **6 Powerful Assessment Strategies**

**Quickly Master These 6 Strategies  
& Turn Your Marketing Into  
Killer Assessments That  
Has Your Target Market Grabbing  
For Their Wallets**



<http://SellHighPricedPrograms.com>

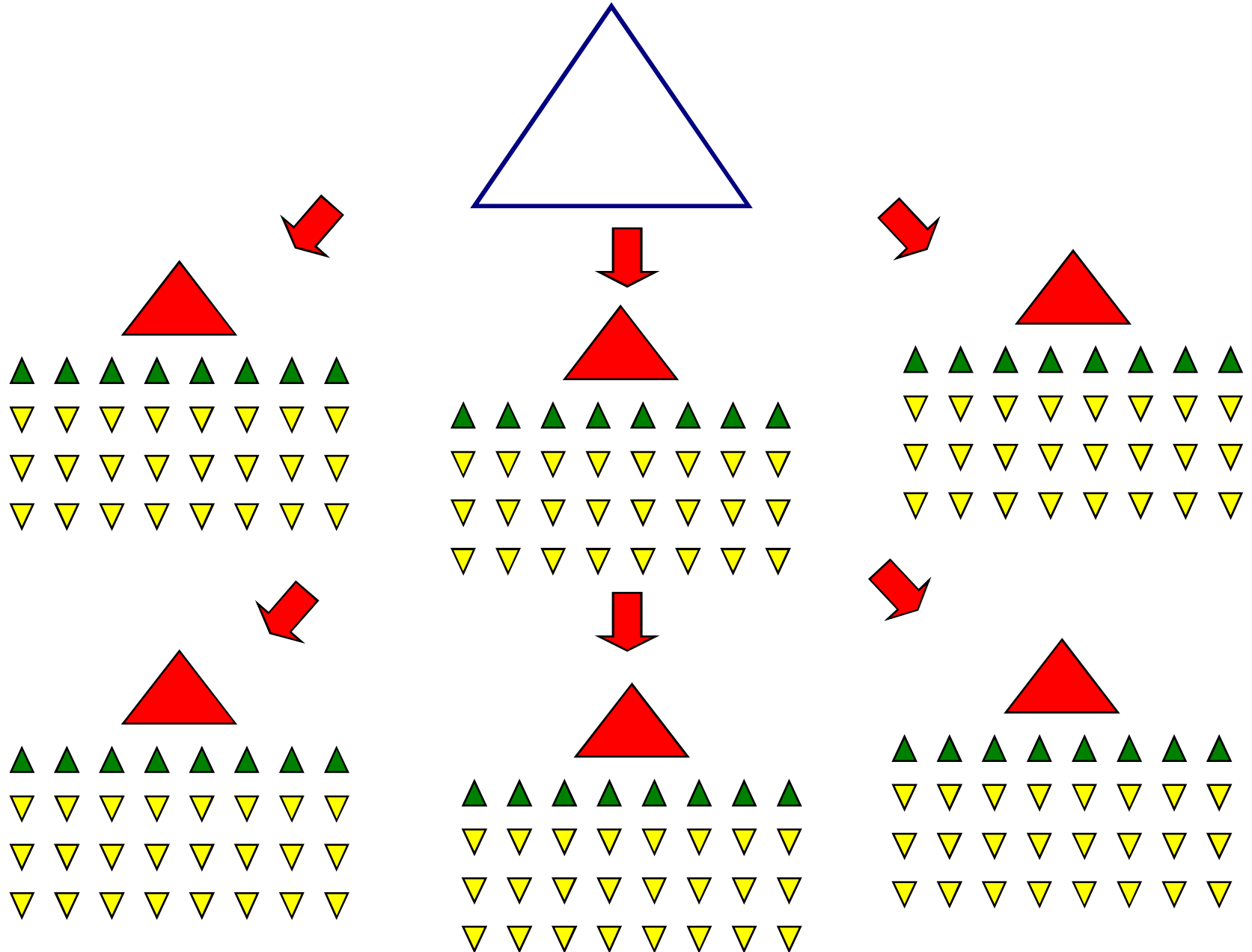
# Assessment 1

## **EARP URL**

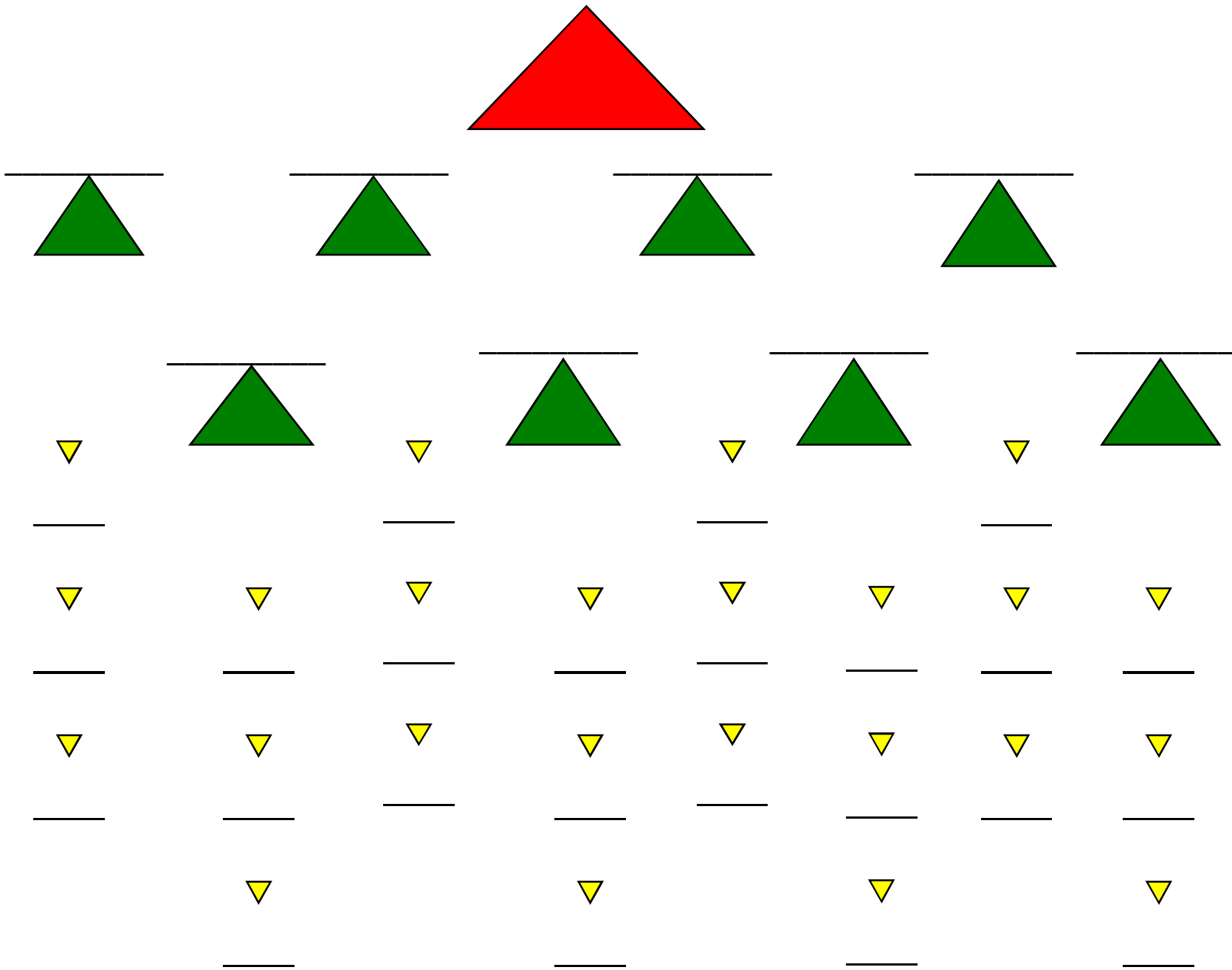
**<http://AwakenTheAuthorWithin.com/PDF/earp.pdf>**

# Assessment 2

# Entrepreneurial Authoring Genealogy Tree™

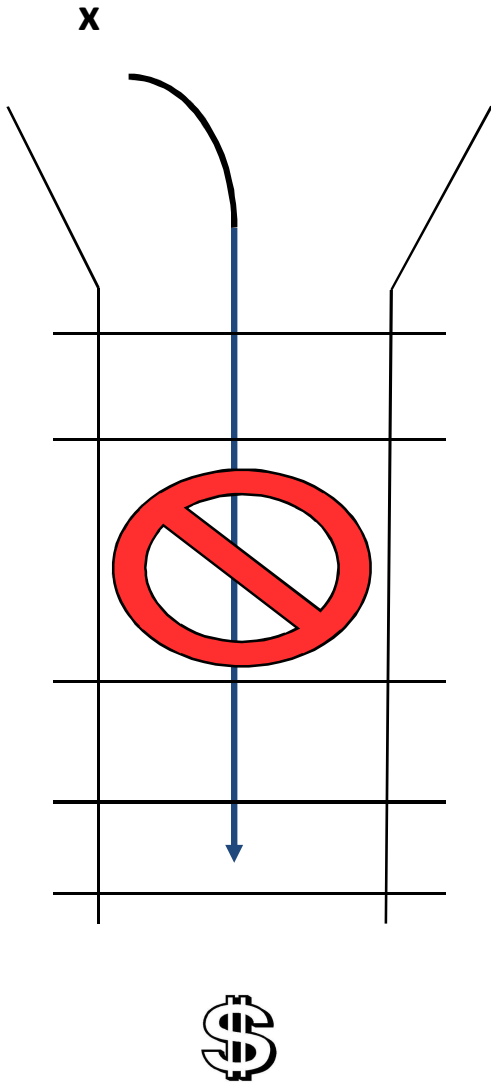


# Individual Chapter Genealogy Tree™

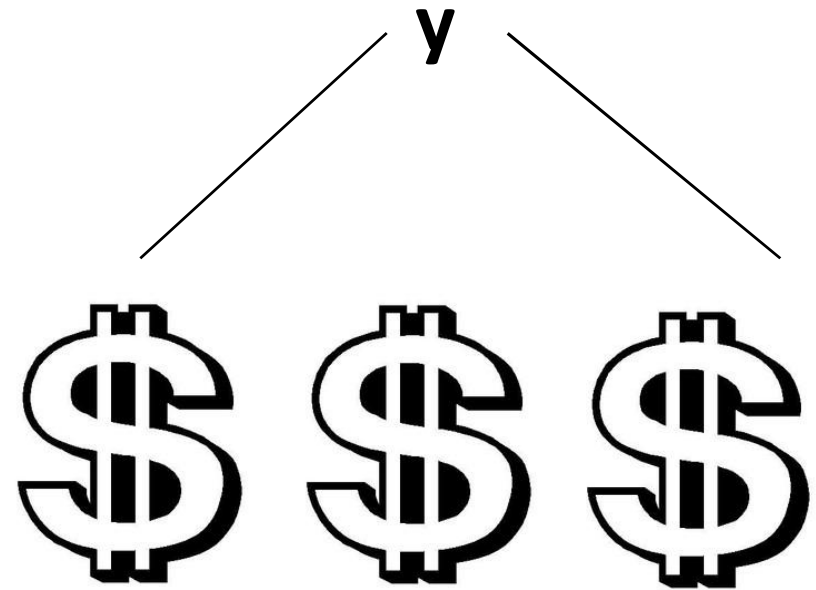


# Assessment 3

# Wrong Foundation

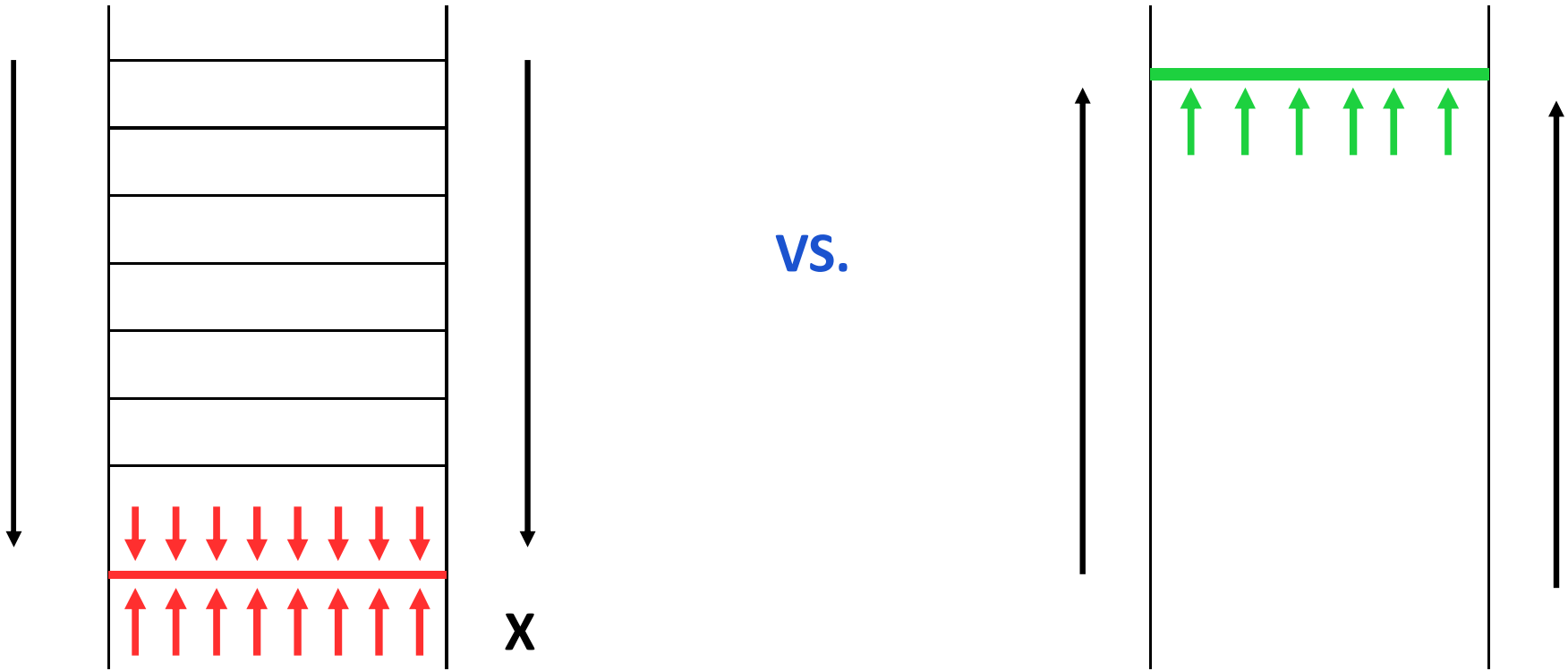


vs.



# Law Of Regression

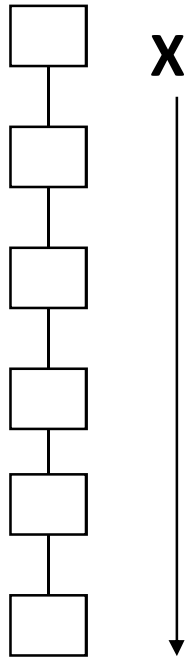
$y^n$



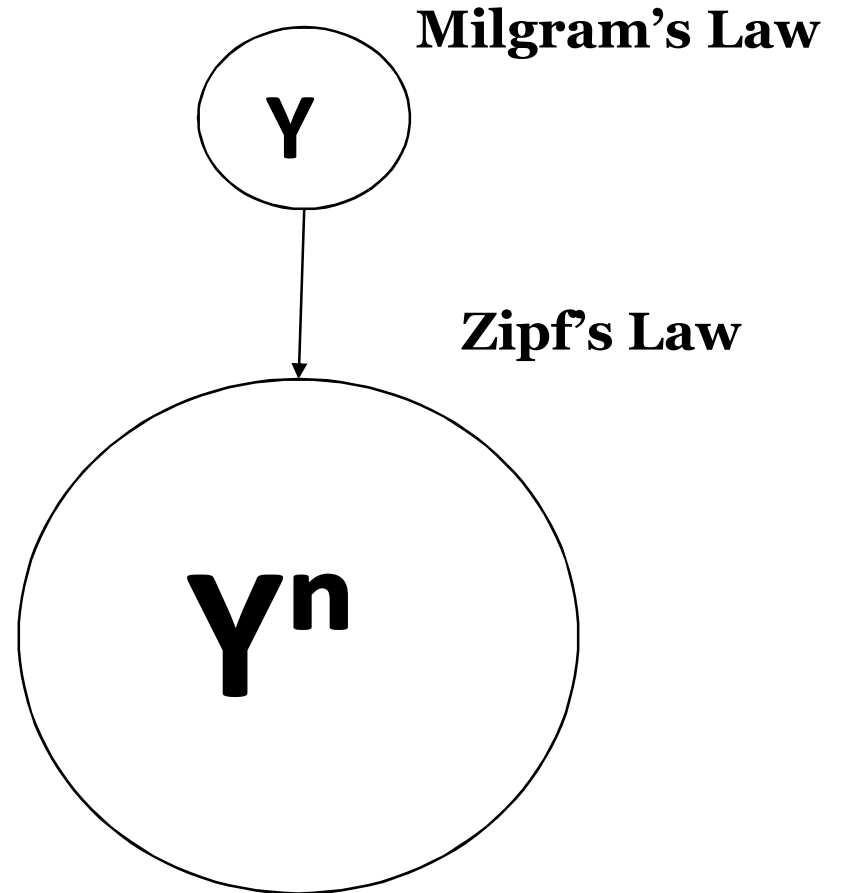
Regression To The Norm

# Wrong Context

**Data Dumping**

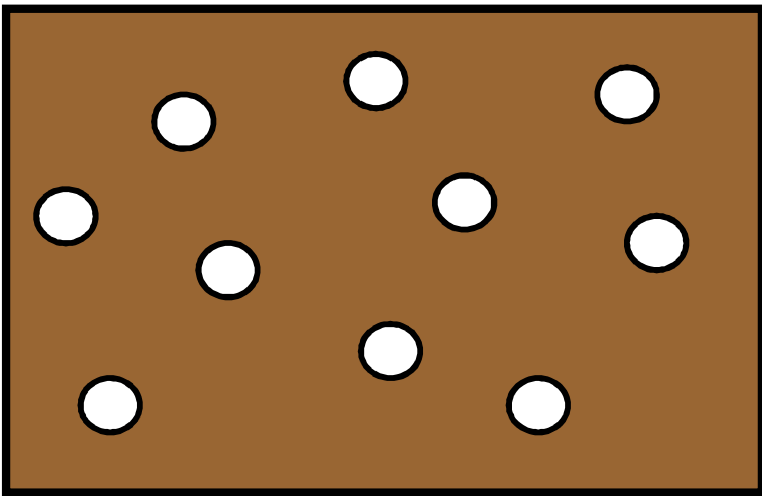


**vs.**



# No Leverage

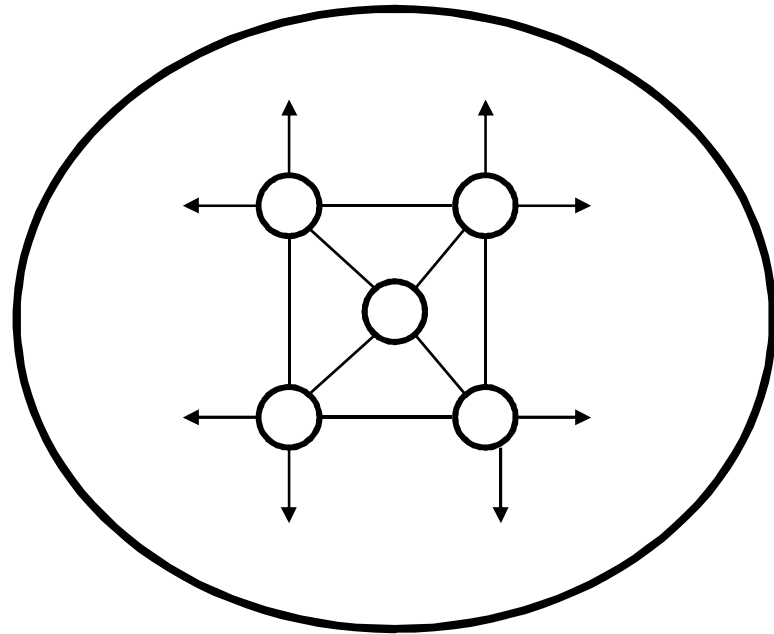
X



X  $\longrightarrow$  ?

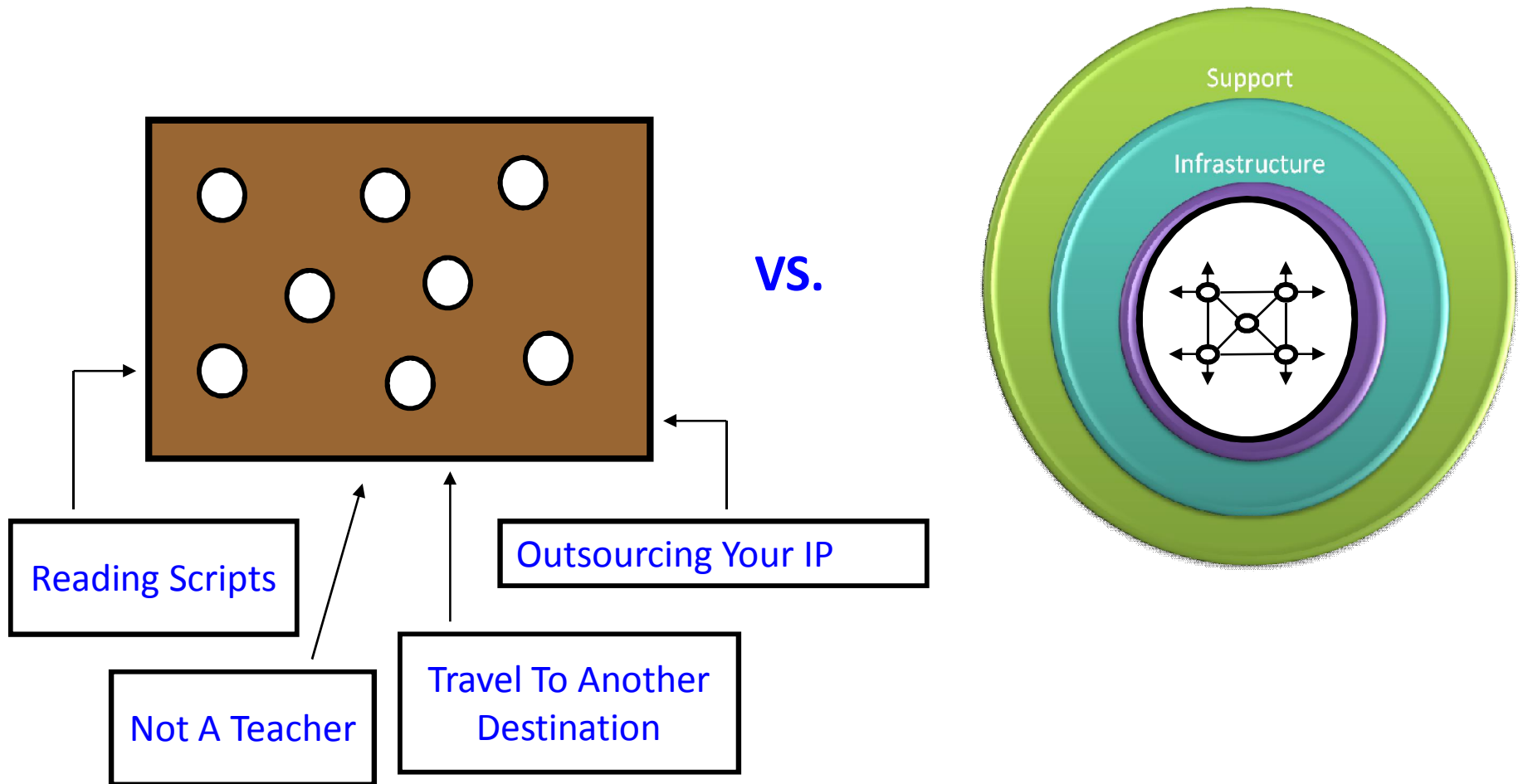
vs.

$Y^n$

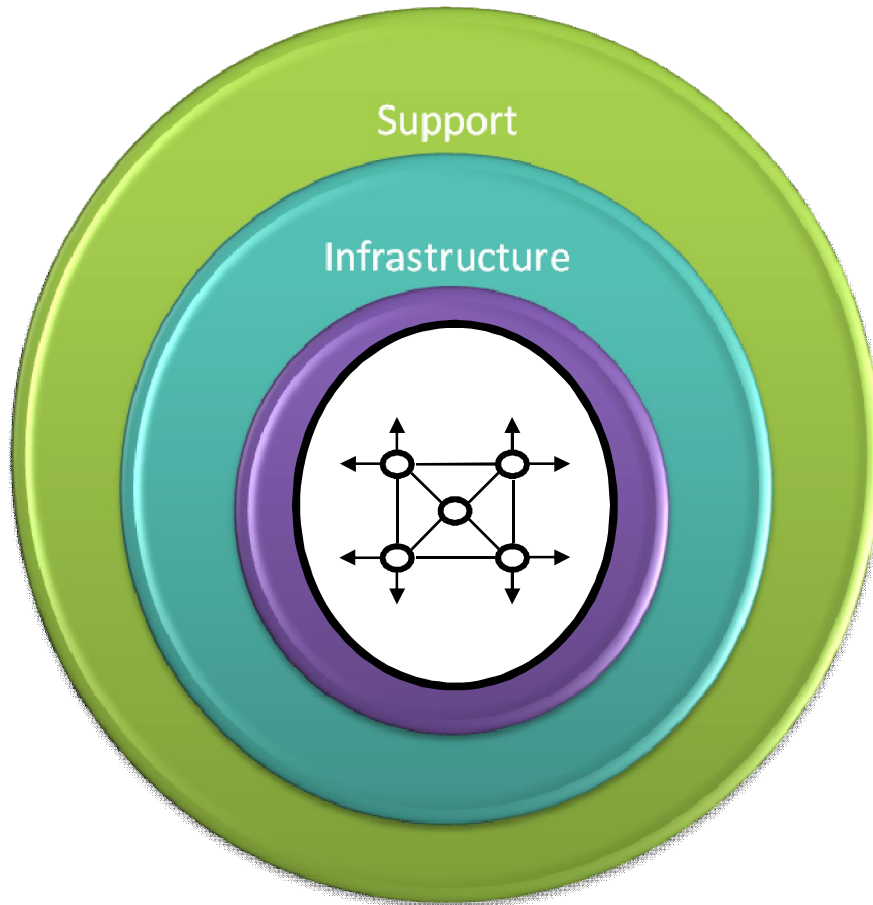


$Y \rightarrow Y^n$

# No 'Speed To Market'



# 'Speed To Market'



- Ideation Process™
- Case Study
- Multiple Calls with A++ Coaches/Week
- Project Manager
- Unconscious Credibility Marketing System™
- IP Development
- Close To The Source Of Momentum
- Expert Positioner Software™
- Unconscious Credibility Marketing System™
- Create highest priced programs
- Cash flow

$$(y \longrightarrow y^n)^R$$

**NOTE: What Accelerated Acceleration Looks Like**

# Assessment 4

# Stealth Selling Inside Of Keynoting Formula

I (A)	Proposition/Advantage – USP
II (B)	S.P.
III (C)	B.P. S.P. D.E./P.I. -- Advantage S.P.
IV (D)	Build Context UPP D.E./P.I.
V (E)	C.S. #1 Positioning Principle S.P. D.E./P.I. S.T.—Part Of Your System S.A.—Tied into the Close
VI (F-E)	C.S. #2 Positioning Principle S.P. D.E./P.I. S.T.—Part Of Your System S.A.—Tied into the Close
VII (E)	C.S. #3 Positioning Principle S.P. D.E./P.I. S.T.—Part Of Your System S.A.—Tied into the Close
VIII (D)	D.E./P.I. – Major Transition – Begin To Focus Closing Stealthfully
IX (C)	B.P.
X (B)	S.P.
XI (A)	Advantage – USP – Key Critical Next Action Step/Close

**Note: Your Job is to Create a System that provides Context to influence your target market's perception**

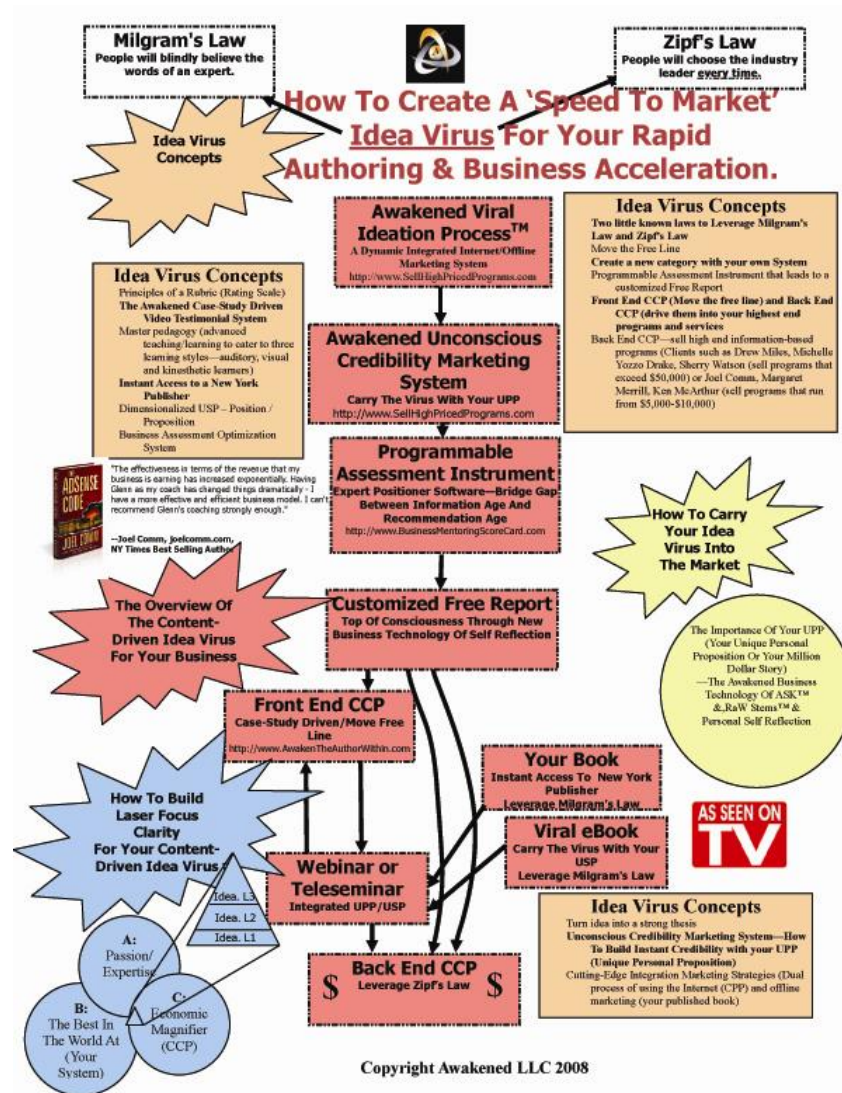
# Assessment 5

# **Business Mentoring URL**

**<http://BusinessMentoringScoreCard.com>**

# Assessment 6

# Create Your Strategic Model

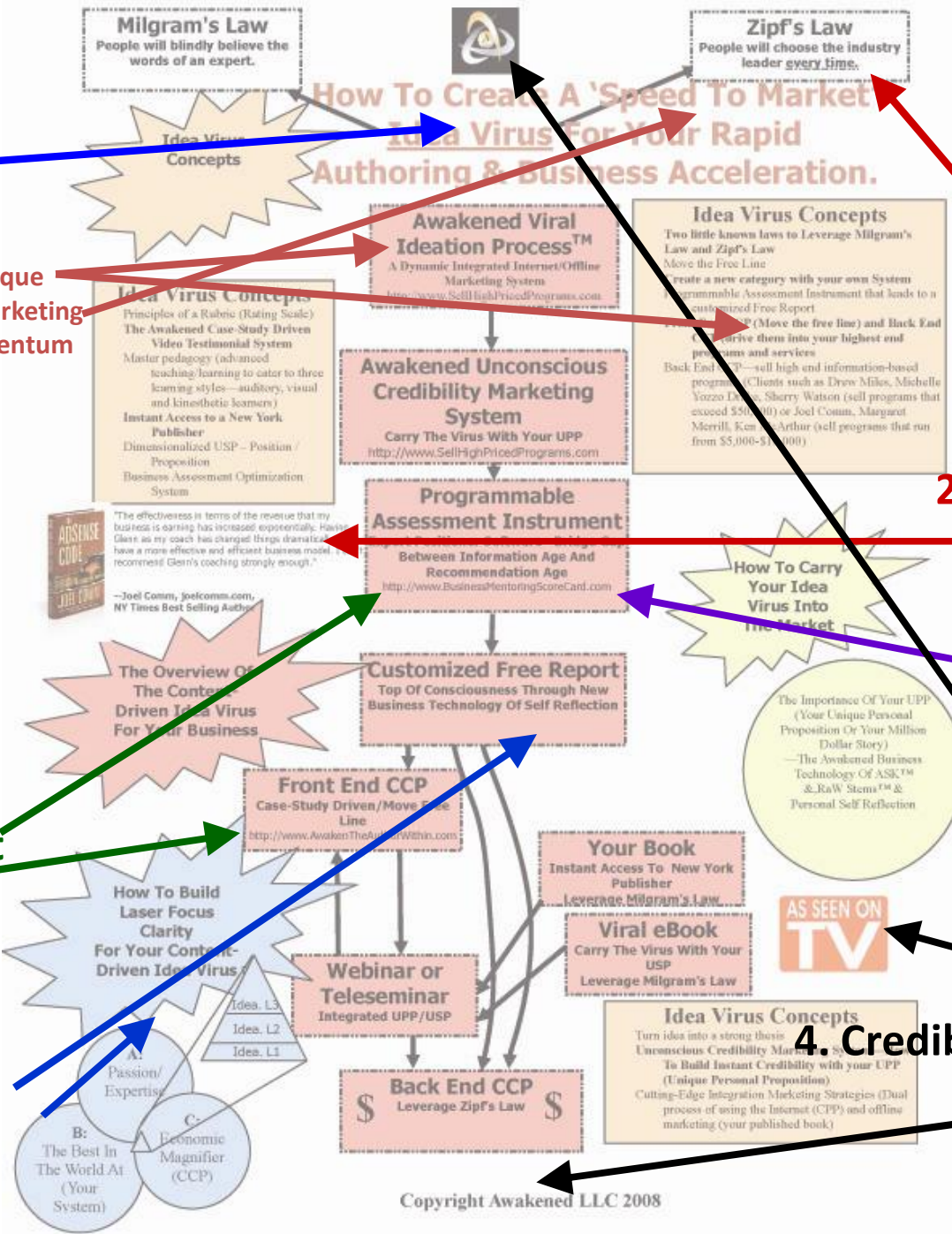


1. **Headline (USP)**

5. **Language**

7. **Strategic Next Steps**

6. **Coded**



a. unique  
b. marketing momentum

2. **Validity**

a. Internal (Law)  
b. External (Testimonial)

3. **Flowchart**

4. **Credibility**

a. Social Proof  
b. Brand  
c. Copyright

**Do you Really Have What It takes To  
Grow Your IP Into The Highest Priced Programs In Your Niche?  
FREE 30 MINUTE Intellectual Property Speed To Market Consultation  
PHONE STRATEGY SESSION—“IP Into Massive Wealth”**

“What Glenn teaches is not found in any MBA program. Wow! I am totally impressed!”  
—Baldassare Minaudo, Venture Capitalist, Toronto

Fill out the form below for your FREE 30 minute phone consultation. **ACT NOW** to claim your *IP Speed To Market audit!* (Extremely Limited time offer. \$500 Value)

Glenn is looking for a small group of bright, focused, action-oriented business owners who are tired of status quo and want to **experience the same explosive power that Glenn has used with Joint Venture Partners to produce over 1.1 Billion in Revenue!** These same strategies will allow you to explode your business! Never has it been easier using insider sales and marketing strategies not taught in any MBA program! Anywhere!

Picture yourself traveling the world, having more time for your family, and earning money even when you are sleeping! Just imagine yourself using a system which will take you by the hand and show you \*exactly\* what to do. The best part is that it is created by a master educator who knows how to teach and will give you the mindset and correct action steps to quickly launch you into the market place where you never have to “sell” again with a 100% proprietary system that works!

Stop fooling yourself. You don’t need more information. In fact information is your enemy. What you need are the right action steps! Executed properly! to save you time, energy and money.

1. Operate so powerfully that you have people making an investment in your top dollar programs.
2. Explode your business with proven, insider secrets that Glenn is asked over and over again by the media to reveal.
3. Execute very specific “Speed To Market” principles with this rapid business acceleration system.
4. Involve yourself in a money-making product which will gain you massive exposure and position yourself to sell the most expensive programs in your niche. Wait until you see this for yourself!

This is your chance at having **Glenn Dietzel and his team** assist you as you eliminate your competition forever, and become quickly “The Only Game Globally!” Glenn Dietzel’s proven strategies and techniques have touched thousands of successful entrepreneurs all over the world. It’s business the way it should be done!

.....  
Yes Glenn! I WANT to accelerate my business growth. I want to automate my marketing, I want to take my business to new heights with your proven action-oriented strategies! Sign me up to receive my FREE 30 minute phone consultation (\$500 Value). Only serious entrepreneurs should register.

Full Name: \_\_\_\_\_  
Email address: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Best times to call: \_\_\_\_\_

Please email to: [glenn@SellHighPricedPrograms.com](mailto:glenn@SellHighPricedPrograms.com) or fax to: 519.542.8525