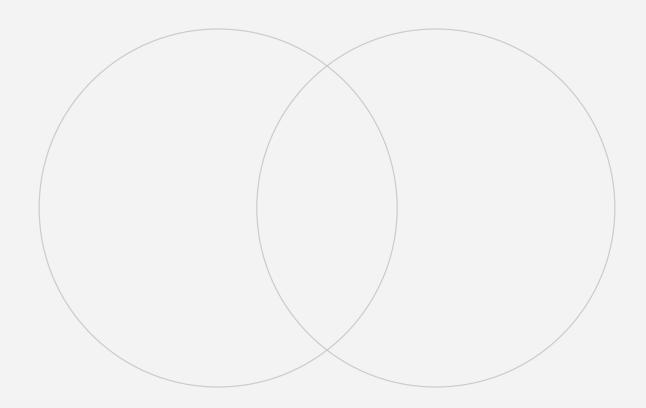
## THE BELIEF BRIDGE



## VALUE (CAN'T AFFORD IT/TOO EXPENSIVE) EX. DON'T THINK THE COST WILL GET ME THE RESULT

If all this did was get you to [goal], would it be worth it?

Ok, the issue isn't if it's expensive or not, the issue is if you believe that it will happen to you.

## (This is a belief issue. Attack the belief.)

We have a web page full of testimonials and reviews plus 5 star reviews on Google.

How many reviews would you need to see in order for you to believe that this can happen for you?

## TO HELP SOLOPRENEURS SCALE WITH SYSTEMS