BUYER

# Buyer first questions

Ask these before you film.

1. **Who exactly**
   Who is the one person this is for?

2. **What problem**
   What did they search or ask last week?

3. **What next**
   What is the one next step I want them to take?

4. **Proof**
   What real result or example can I show?

5. **Cut**
   Delete anything that is not for that person.

**How to use it** Answer all five in one minute before you hit record.