UNDERSTANDING THE P.A.S.T.O.R. FRAMEWORK

P | PERSON, PROBLEM AND PAIN

Begin by identifying the problem that you are solving. The most effective way to do this is to ground the problem in a context that is client specific, describing their current experience. The more accurately you can describe your ideal client's problem, the more instinctively they feel that you have an answer to that problem.

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A | AMPLIFY AND ASPIRATIONS

You've got to amplify the consequences of not solving the problem, and you have to identify the aspirations they hold for the future. This is the key to making the sale and also the most neglected step in the sales process.

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S | STORY, SOLUTION AND SYSTEM

It's time to share the story of how you solved the problem or you can share a client story where you helped them resolve it. Storytelling leads to a richer experience, which eventually results in an increased level of interest and buy-in from your audience.

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T | TRANSFORMATION AND TESTIMONY

Remember that what you're selling is the transformation. The idea is to remember that your potential client doesn't want the services you're providing. They're more interested in the outcome and the benefit. It's also important to provide testimonials from real people who have experienced the transformation that you're promising.

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O | OFFER

Now it's time to describe exactly what your offer is. You'll want to apply the 80/20 rule here. 80% of the copy related to your offer should be focused on the transformation they can expect. While 20% of your copy will discuss the features of the program and the important details.

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R | RESPONSE

Here's where you're technically asking for the sale. You want to tell them exactly what to do: click the button, fill out the application. You also need to identify that this is decision time.

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