

Buyer Belief Builder — Worksheet

This worksheet will guide you step-by-step in crafting your Buyer Belief — the belief that converts attention into action. Your Buyer Belief must naturally connect to your Magnum Belief and make working with you feel like the obvious next step.

Step 1: Start with Your Magnum Belief

Write the awakening truth you created in the last lesson. (Ex: Endless cardio won't reshape your body. Strength training will.)

Step 2: Ask the Conversion Question

If they now believe this, what belief would make buying from me feel like the natural next step?

Step 3: Turn It Into Your Buyer Belief

State the conversion bridge — the belief that makes clear why they can't fully succeed without your help, framework, or system.

Formula: If they fully believed [Buyer Belief], then the obvious step would be to work with me.

GPT Prompt to Spark Ideas:

"Given this Magnum Belief: [insert your Magnum Belief], what are 5 possible Buyer Beliefs that would make hiring me, or using my system, feel like the obvious next step?"

Guiding Questions:

- 1. What would make it hard for them to succeed with this new truth on their own?
- 2. What framework, tool, or help do they need to actually make it work?
- 3. How does my offer fit as the obvious solution?

Section	Your Notes
Magnum Belief	
Conversion Question	
Possible Buyer Belief #1	
Possible Buyer Belief #2	

Possible Buyer Belief #3	
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