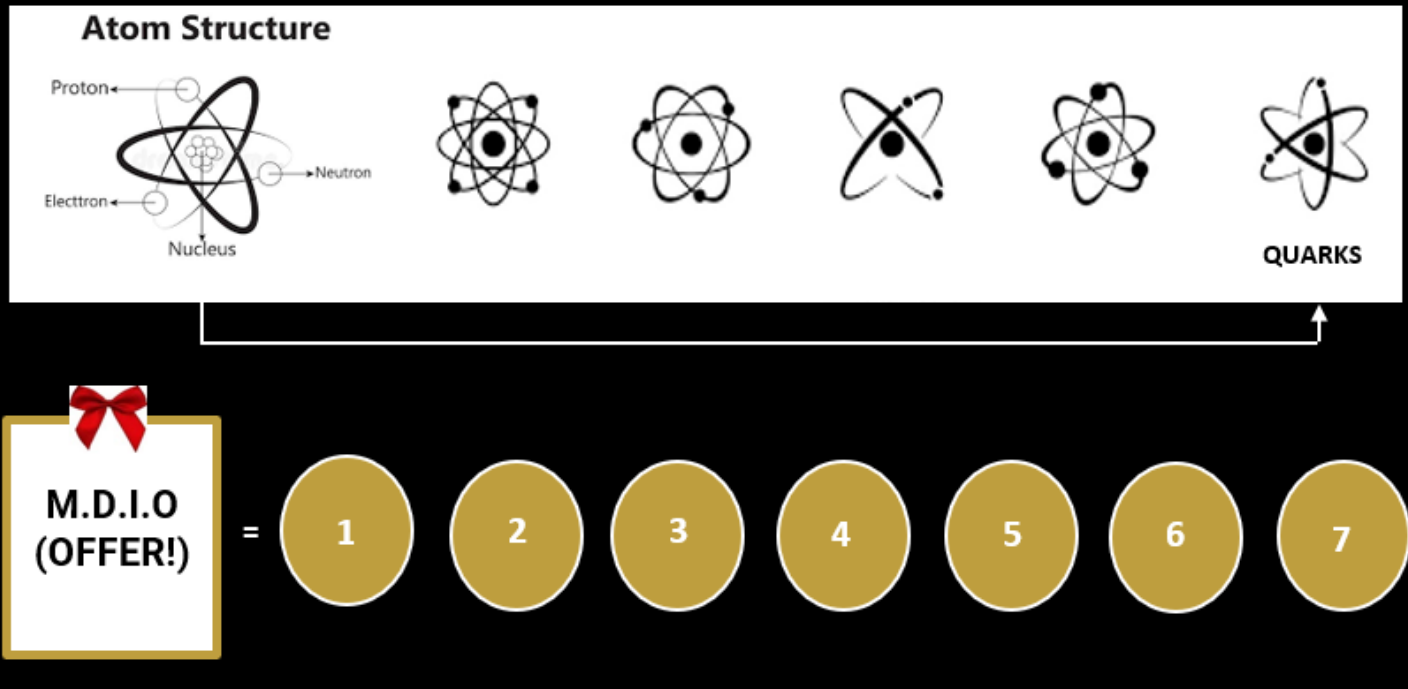


First Based Principles Thinking Model!

How To Engineer An Offer That Converts By Breaking Things Down To Their Core Constituent Parts!



Hey, its Sam Malsom, Founder & CEO of the [Online Wealth Society. Com](https://www.onlinewealthsociety.com) + Mastery Funnels = **DONE FOR YOU FUNNELS + BUSINESS INFRASTRUCTURE BUILD!**

I've helped my clients make \$3.4M+ in rapid time & we're only just getting started!

My VISION for the next 10 years is to help SMART business owners like yourself grow your profits by helping my clients SCALE to \$100M in RESULTS!!

Welcome to this quick training post!

First Based Principles Thinking is a problem-solving method that involves breaking down complex ideas into their most fundamental components.

In the realm of particle physics, this approach has been crucial in understanding the building blocks of matter: atoms and their constituent parts = quarks.

Atoms we're once thought to be the smallest indivisible units of matter.

However, modern physics has revealed that atoms are composed of even smaller particles: protons, neutrons, and electrons.

The idea that atoms can be broken down into these smaller components is a...

FUNDAMENTAL PRINCIPLE!

Protons and neutrons, in turn, are made up of quarks.

Quarks are fundamental particles that interact through the strong nuclear force.

The concept that protons and neutrons are composed of quarks is another fundamental principle derived from experimental observations.

By breaking down atoms and their constituent particles into their fundamental components, scientists have been able to develop a deeper understanding of their properties and interactions.

By focusing on the most basic building blocks of matter, scientists can uncover new INSIGHTS and develop innovative solutions to complex problems.

So how does this link into an online business and building an OFFER that sells EFFORTLESSLY?

Simplifying **First Principles When Creating An **Irresistible Offer** That Sells Effortlessly WITHOUT Buyers Resistance!**

First based principles thinking is breaking down a BIG problem into its smallest parts.

When creating offers, it means figuring out the CORE REASONS WHY people might want your product or service and the CONSTITUENT PARTS that cause people to buy!

While also taking into consideration HOW your offer will get your customers / clients the END-RESULT they desire!

Here are The 7 Component / Steps That Creates An M.D.I.O (Million Dollar Irresistible Offer) That Sells & Gets Your Clients Results!!

STEP #1 - The Big Marketing Idea - Nailing Down Your End-Result & Big Problem
(Mapping Your Offer Thesis + Messaging!)

STEP #2 – Mapping The Offer Stack - Defining The Problems & Creating Solution Protocols!

STEP #3 – Proven Offer Case Study (Problem / Solution Breakdown Using The Infinite Value Formula!

(Calculating Your Marketing Thesis Equation + Magic Bullet Cheat Codes For Your Offer!)

STEP #4 - Delivering The End-Result – The “Hexagon Delivery Vehicle” For Customer / Clients Success!

STEP #5 - Optimizing The Offer Sales Presentation For Max Profit – The 13 Constituent Parts Revealed! (Sell The U.M/M & Apply Deep BUYER Psychology!)

STEP #6 – MVO Launch System - Minimal Viable Offer!

STEP #7 – Advanced - The DFY Infrastructure Build + Optimization System!

Awesome!

Hope you got some value from this short training.

Talk soon,

Sam Malsom

Founder & CEO: [Online Wealth Society.Com](https://www.onlinewealthsociety.com) & [DONE FOR YOU MASTERY FUNNELS!](#)

Author: Digital 7-Figure Blueprint!

