

The Certainty Foundation

Your companion document to the 10-minute training with Matt Elwell

Before scripts. Before objection handling. Before any of it — you need rock-solid certainty in your own value. This document is your space to do the exercise from the training and capture what you discover. Fill it in honestly. Keep it somewhere you can find it. Come back to it before every sales conversation.

AMAZING

A

What are you genuinely world-class at? Not just good at — amazing at.
There's one thing. Write it down. Own it.

AUDIENCE

A

Who is your perfect customer — precisely? Where are they, what keeps them up at night?
And equally important: who is NOT your customer?

AFFLICTION

A

What is the one pain your product or service solves more than anything else?
What is the full emotional world around it — financial, mental, personal?

ARTIFACT

A

What is the named, clearly defined thing you are selling? Give it a simple name.
Your ideal client must be able to say: "I can buy that thing to solve that problem."

REMEMBER: Never say "price" or "cost" — always say "investment". Your language shapes their perception.
When asked "how much?" — answer with total certainty. No hesitation. No apology. Two clear options.

Write Your Answers Out In Full

The more specific you are, the more powerful the exercise.