Ebomb Score Card

Under 3: Re-do **3:** Solid **4:** Good **5:** Very good **6:** Excellent
7: Nearly perfect **8:** ON FIRE

Does the ebomb titled...

		not at all 0 points	okay 1 point	excellent 2 points	TALLY
#1	... lead with crispy **pain**?	○	○	○	
#2	... deliver a **fix**?	○	○	○	
#3	... present a clear **next action** for the reader to take to fix that pain?	○	○	○	
#4	... suck the reader into the **vortex**?	○	○	○	

"back of the book" promise:

BOB promise format: AFTER _____ , YOU WILL _____

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