THE YES-MOMENT BLUEPRINT

Your 60-Second Decision-Design Cheat Sheet for Founders

NON-NEGOTIABLES

The 5 elements every yes-moment must have

1. Clear Day-One expectations
2. One simple next step
3. Unspoken fears addressed
4. First win articulated
5. Calm, confident, invitational tone

Miss 2+ boxes? You're creating friction.

THE YES-MOMENT FLOW

Use this sequence every time

1. Here's how we start
2. Here's your first win
3. Here's the support you'll have
4. Here's your one next step

Simple → predictable conversions.

FRICTION CHECK

If any are true, hesitation grows

1. Too many choices
2. Heavy or unclear instructions
3. Rushed or salesy language
4. No visible "Day One"
5. Complex or multi-step actions

Fix these first — they matter most.

THE 10-WORD RULE

Your next step must be under 10 words

Examples:
- "Book your call here to begin."
- "Join using this link."
- "Confirm your spot here."

More than 10 words = too heavy.

THE SCRIPT

Copy + Paste for sales calls or DMs

"Here's exactly how we'll begin. If this feels aligned, I'd love to support you."

High-trust. Zero pressure.

BEFORE / AFTER CLARITY

Make the transformation obvious

BEFORE:
 "After onboarding, we'll build a plan together."
AFTER:
 "Day one: your 90-day map.
 By Friday: first win in motion.
 If you'd like to begin, here's the link."

This is what clarity looks like.

60-SECOND AUDIT

Ask yourself these 5 questions

1. Is my starting point obvious?
2. Is the path visually simple?
3. Is the first win clear?
4. Do they feel supported?
5. Does the decision feel like relief?

If not, redesign the moment.

WHAT GREAT FOUNDERS DO

The mindset behind predictable yes-moments

1. Reduce cognitive load
2. Remove friction
3. Lead calmly
4. Build safety
5. Design clarity, not pressure

Because clarity converts.