



## **Applied Biological Materials (ABM): Simplified Service Explanation**

### **What ABM Does (In Plain Language)**

ABM helps scientists and labs do their research faster and easier. They make and sell special tools and materials you need for experiments—like ready-made DNA, custom viruses, special proteins, and cell lines. If you're trying to study genes, edit DNA, or test new medicines, ABM gives you the stuff you need, so you don't have to make it all yourself.

### **How It Works—Step by Step**

- **You tell ABM what you need.**  
Maybe you want a custom DNA sequence, a special virus to deliver genes, or a certain kind of cell to run your tests.
- **ABM makes it for you.**  
Their scientists build your custom order in their lab.
- **They test it to make sure it works.**  
Everything is checked for quality so you know it's safe and reliable.
- **You get your order shipped to your lab.**  
You can start your experiment right away—no waiting around to build things from scratch.

### **Example: Input & Output**

- **Input:**  
You're a researcher who needs a custom CRISPR Cas9 protein for gene editing. You send ABM your exact requirements (like the DNA sequence or the type of protein you want).
- **Output:**  
ABM ships you the ready-to-use Cas9 protein and any other materials you ordered. You get everything you need to start your experiment without extra hassle<sup>1</sup>[102](#).

### **Sales Pitch (Simple & Engaging)**

Need custom lab materials fast? ABM makes it easy. Just tell us what you need—DNA, viruses, proteins, or cell lines—and we'll make it, test it, and ship it right to your lab. You get reliable tools for your research, without the wait.

### **Alex Hormozi Value-Add Sales Pitch (Irresistible Offer Style)**



Why waste weeks making your own lab materials? With ABM, you get custom DNA, proteins, and more—made by experts, tested for quality, and delivered fast. Plus, you can order exactly what you need, skip the busywork, and focus on your real research. Get your experiments running sooner and see results faster.

**Donald Miller One-Liner (Story Brand Framework)**

Most scientists and labs struggle with slow, complicated prep work for their experiments. We created ABM's custom lab service that builds and delivers the exact research tools you need, so you can do your science faster and get results without the hassle.

**Key Takeaway:**

ABM saves you time and stress by making and delivering the custom lab materials you need—so you can focus on your science, not the setup.