!!! MAKE A COPY !!!

Make a copy under file and save to your Gdrive!							
Outcome they get	Tool	Pain Point General	Pain Point Specific	Objections	our story	testimonials	open loop slide number
do this fourth	do this column third	do this column first	do this column second	Do this Column fifth	Do this column sixth	do this column 7th	do this column Eighth
what are the material / inmaterial outcomes they get? What are the feelings they get	what is the thing you are giving them that solves theproblem	general big picture painpoint	they are sold on needing it, and willing to pay or learn how to	They have a belief that they don't need it, or its too hard.	how we earned it or learned it	how we helped somone get it	this is the slide that the note goes on
easily build their silde deck / slides that help them sell	powerpoint template	trouble building a power point	stairing at a computer screen	I can just find someone to build it for me. Im not techie	taking 3 weeks to build my first presentation, studying and breaking down over 50 to build my next one.	Imed - enginer from germany	54
connect with their audiance in an authentic way	story selling webinars	inauthentic presentations	cardboard cutouts, programs that didn't work	im not good on stage, webinars don't work for me	feeling weird presenting to dentists, not knowing what to say. trying to find the right presentation to hack. Dan Kennedy telling me to be myself and use my examples mixed with teaching. Taking them from a level 1 to a level 2, not a 10	Jenn - copywriter, tried 3 different programs, none connected her with her audiance or sold well for her. My program helped her do 32k in her launch to 300 person list	2

Story Framework

Trainwreck/ Opening (20%)
Moment in time, use the 5 senses

Pain Points (30%)
3 to 5 pain points that mirror their pain points

Epiphany(10%)
What caused everything to change, should hook to offer and create the open loop

Journey (20%)
How did you earn or learn it? Authority metrics

Outcome(20%)
What does it look like now? Mirror what they want

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Where do you come up with pain points and items to sell?

Who are your 3 biggest competitors?

What books are people reading - and what do the negative reviews say?