# !!! MAKE A COPY !!!

## This should be done AFTER the story/offer grid

## Brainstorm:

**What outcome are you getting them (clear and concise is the key)? 10 words or less**

*(what they are going to get) without (pain point)*

**What is everything you can offer to get them the outcome? (These should be pulled from the pre work story table)**

From those, what are the top 4 or 5 things that align with both the top influencers in your space AND the pain points AND what you can deliver?

## Main offer: (usually a course)

What is the main outcome?

How many modules, and what is the title of each:

1.
2.
3.
4.

What is the main story that frames this? (usually tied to your hero's journey story)

What are the 3 main objections to someone moving forward with this?

Do you have 3 testimonials that point to the outcome and overcome objections?

## Line Items:

What can you give them to overcome internal objections/limitations and help them make their journey easier. Think what holds them back in their mind, and give it to them.  Templates, study course, software.  3 slides, one on the

product, one on how it helps them, and one telling a story/testimonial of how it helped your or a client solve the problem

What can you give them to help them overcome external problems? Things that are hard outside of themselves? Think what they might be lacking? 3 slides, one on the product, one on how it helps them, and one telling a story/testimonial of how it helped your or a client solve the problem

Accountability. How can you help them to be held accountable? Facebook group/voxer/weekly calls. 2 slides, one on the challenge, and one on solving it.

Action items: think about their other objections or things that are hard that they need help with, how can you help them? 3 slides, one on the product, one on how it helps them, and one telling a story/testimonial of how it helped your or a client solve the problem

**Line Item # 1** - should overcome a main objection (think templates, other trainings, frameworks or case studies)

What is the objection it overcomes?
I can't build a power point

What quick story can we use for this?
Building my powerpoint / debbie

Where can it link into the front half of the webinar? (DO NOT FILL THIS IN YET) this is the open loop, fill this out after we have done all 3 parts)

Testimonial you can use for this item?
Debbie

What is the Value of this in their business/life? How can we tie this to a dollar amount?
40hrs of work done in 5. 30$ x 40 1200 plus pain and frustration

**Line Item # 2** - should overcome a main objection (think templates, other trainings, frameworks or case studies)

What is the objection it overcomes?

What quick story can we use for this?

Where can it link into the front half of the webinar? (this is the open loop, fill this out after we have done all 3 parts)

Testimonial you can use for this item?

What is the Value of this in their business/life? How can we tie this to a dollar amount?

**Line Item # 3** - should overcome a main objection (think templates, other trainings, frameworks or case studies)

What is the objection it overcomes?

What quick story can we use for this?

Where can it link into the front half of the webinar? (this is the open loop, fill this out after we have done all 3 parts)

Testimonial you can use for this item?

What is the Value of this in their business/life? How can we tie this to a dollar amount?

**Line Item # 4** - should overcome a main objection (think templates, other trainings, frameworks or case studies)

What is the objection it overcomes?

What quick story can we use for this?

Where can it link into the front half of the webinar? (this is the open loop, fill this out after we have done all 3 parts)

Testimonial you can use for this item?

What is the Value of this in their business/life? How can we tie this to a dollar amount?

**Line Item # 5** - should overcome a main objection (think templates, other trainings, frameworks or case studies)

What is the objection it overcomes?

What quick story can we use for this?

Where can it link into the front half of the webinar? (this is the open loop, fill this out after we have done all 3 parts)

Testimonial you can use for this item?

What is the Value of this in their business/life? How can we tie this to a dollar amount?

## Bonuses -

Bonuses are usually things that they really want, and are different from the line items. They should be limited in number and get people really excited. Usually they are accountability and support related. Your time is almost always the second bonus

## Bonus #1

## Bonus #2 - (almost always 1 on 1s)

## Guarantee

## What else have they tried (and had a bad experience with)