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Part 1 Build credibility

Opening - Title Slide

Catch all testimonial

Why you are here (the Big Ah-Ha)

Edification

Edification testimonial

Hero's Journey

Testimonial

Hard way / easy way

Transition to teaching points

Part 2 - teaching points

Teaching point 1

Story

- Train wreck / pain points
- Epiphany
- Outcome

Main Point

3rd party proof

Framework

Testimonial case study

Teaching point 2

Story

- Train wreck / pain points
- Epiphany
- Outcome

Main point

3rd party proof

Framework

Testimonial case study

Teaching point 3

Story

- Train wreck / pain points
- Epiphany
- Outcome

Main Point

3rd party proof

Framework

Testimonial case study

4 questions

Tie to outcomes they want / testimonials

Suitcase slide

Part 3 Offer

Stack item 1

- Story about what it is
- Specific pain point it solves
- Testimonial
- What would that be worth in your business?
- What else do you need

Stack item 2

- Story about what it is
- Specific pain point it solves
- Testimonial
- What would that be worth in your business?
- What else do you need

Stack item 3

- Story about what it is
- Specific pain point it solves
- Testimonial

- What would that be worth in your business?
- What else do you need

Stack item 4

- Story about what it is
- Specific pain point it solves
- Testimonial
- What would that be worth in your business?
- What else do you need

Stack item 5

- Story about what it is
- Specific pain point it solves
- Testimonial
- What would that be worth in your business?
- What else do you need

Recap of stack

Tie to all testimonials

We had 2 options, now you have to options (close)

What would it be worth to you?

Price Drop

Stack

Now you have two options

Guarantee

What else can you do (close)

Bonuses

Re-Stack

Q&A

You are probably thinking…

Take questions but drive to close