

- See your Business as a Movement of people, you have been called to serve
- Your story on why you created the offer and started the movement is what gets people to buy

Building a movement

Properties of big movements

1. Charismatic Leader as an expert or guide
2. A new opportunity to offer
3. A future-based cause to unite people

Finding your voice

- People come because of your product but stay because of the attractive character
- People are liently begging to be led

5 Phases to become an expert

1. The Dreamer	2. The Reporter	3. Framework Creator	4. The Servant	5. Expert Guide
Developing your passion or expertise:  1. Go experiment with a ton of stuff 2. Identify things that spark your interest 3. Engage deeply with those things 4. As you engage, if it goes from interest to true fascination, go down the path of gaining mastery. 5. Fascination + Mastery = Passion	Learn every viewpoint of your topic and gather as much information as possible. Share what you learned with others.  Collect information from existing experts on the topic, by: <ul style="list-style-type: none"><li>• Going to live events</li><li>• Starting your own show</li><li>• Launching a summit funnel (Club or Mastermind group)</li></ul>	Look for patterns to achieve a certain result.  Build dozens of frameworks to guide your customer to your results.  Creating Frameworks:  1. <b>Create a Hypothesis for your framework:</b> Organise the information you learned into your own approach for the perfect framework  2. <b>Test your framework on yourself:</b> Earn your framework by testing it for yourself. Create something unique and tested by your own experience. Find the weakpoints and improve them.  3. <b>Name your framework:</b> The name should be easy to remember and become a methodology to own	<b>Serve Clients with the framework:</b> <ul style="list-style-type: none"><li>• Formulate the system for others to understand.</li><li>• Test and prove it for others to work.</li><li>• Work for free first and prove it.</li><li>• Refine the Framework to perfect it.</li></ul>	<b>Use your frameworks to lead people as an expert:</b> <ul style="list-style-type: none"><li>• Let the results speak for themselves.</li><li>• You just need to be a few steps ahead of your customers to get started.</li><li>• Make it simple</li></ul> <b>Becoming an Expert:</b>  1. <b>Publish daily for at least a year:</b> <ul style="list-style-type: none"><li>◦ Choose a channel</li><li>◦ Publish content every day for a year</li><li>◦ Be consistent enough to get noticed</li></ul> 2. <b>Dokument your journey:</b> <ul style="list-style-type: none"><li>◦ Dokument and don't create for content</li></ul> 3. <b>Test your Material:</b> <ul style="list-style-type: none"><li>◦ Earn your systems by testing them with suspects.</li><li>◦ Refine and reformulate your message until it becomes as clear as possible</li></ul> 4. <b>Learn to be prolific:</b> <ul style="list-style-type: none"><li>◦ Invent new things all the time.</li><li>◦ Find the sweetspot between a mainstream idea and a crazy one.</li><li>◦ The message should attract attention, be polarising and make people pay.</li><li>◦ If you haven't offended someone by noon each day, you are not marketing hard enough.</li></ul> 5. <b>Master Persuasion:</b> People do anything for those who: <ul style="list-style-type: none"><li>◦ encourage their dreams</li><li>◦ justify their failures</li><li>◦ allay their fears and give them hope</li><li>◦ confirm their suspicions</li><li>◦ help them throw rocks at their enemies</li></ul> 6. <b>Show that you care about the people:</b> <ul style="list-style-type: none"><li>◦ Show people you actually care about them</li><li>◦ Nobody cares how much you know until they know how much you care</li><li>◦ Make your time more valuable for them by charging for it and making it rarer</li></ul>

Teaching Your Frameworks

1. Introduce it	2. Share the Strategy	3. Teach the Tactics	4. Show Social Proof
• Always start with the story on how you learned or earned the framework • Tell them what you had to go through to get there	• Share WHAT you do • Share the overarching plan or set of goals • Show the steps you take for achieving the goal	• Share HOW you do it • Display the principles and tools you learned • Show how to implement them • Make a 1min, 1h and 2d version of how to explain it	• Show how the framework can be transferred to others • Gather stories, case studies, testimonials, examples

3 Core Markets

- Every Product falls in one of the 3 core Markets
  - Health
  - Wealth
  - Relationships
- These Markets are divided into Submarkets

Blue Ocean strategy:

- There are well populated markets (red oceans) where your competition is established and people are fighting for every customer
- There are also blue oceans, which aren't well populated and can be conquered
- You have to define a submarket in your core market that is a blue ocean

- **A profitable submarket must have:**
  - People to be excited about the new opportunity you present
  - People in the market to be irrationally passionate
  - People willing and able to pay for information
- **Creating a market to dominate:**
  - Look for the niches in your submarket and see what you can create to be truly new
  - Remember, the market is a location, not a person
  - Define your dream customer (Who?). Find out where they already go to buy (Where?). Sell the frustrated customers in the existing market while creating your own.
  - Try to sell products that are complementary (not competitive) to your submarket

- **Do your Homework:** If you truly want to be successful, you need to do your homework and learn to understand the marketplace that you are entering into so you can create your own category.

Creating a new Opportunity

- Instead of offering an improvement of something already existing, we focus on replacing what is not working with a new opportunity (Improvement Offer vs. New Opportunity)

Improvement Offer	New Opportunity
Something better, faster, cheaper than competitors	A totally new way to approach the problem

Example:

When Apple launched the iPod, they looked at the existing options to carry music (CDs, MP3 players with small storage and heavy hard drives to hold more songs). They looked at the frustrations of the customers and created a new opportunity: A device to take your entire music collection wherever you go.

With the invention of Spotify this was further revolutionised, since you could access all songs ever recorded directly through the internet whenever and wherever you want to.

Status:

Keep in mind that the main driver for people is **Status**. They will judge your offer on whether it increases their status or not. In contrast to the nice you are choosing, the marketing should include as many areas in which status is increased when buying your product (Intelligence, Wealth, Style, Health, Happiness, ...) Also consider the fear of a status decrease when they buy and the product does not meet their expectations. Tackle this by displaying it realistically and put guarantees and as many arguments to reduce the risk as possible.

How to Create a new Opportunity

1. **Dream result:**
  - Find the dream result of your customer. What are they trying to achieve?
  - "If we were having this discussion three years from today, and you were looking back over those three years, what has to have happened in your life, both personally and professionally, for you to feel happy with your progress?"
  - Directly ask your customers what they desire most.
2. **Current Vehicle:**
  - What are the current "vehicles" they are currently using to achieve the result? Which niches and solutions are they already using?
  - Make a list of the vehicles your customers are using and their frustrations with them.
3. **Opportunity Switch:**
  - Take the customers out of the pain they are having and give them hope for a new future with a new vehicle.
  - Maybe move the customer from one submarket to another with a change of perspective.
  - Look at where the current markets interfere with your new opportunity and create transitions for people into yours.
  - Add more and more offers which switch people from their current markets to yours.
  - Create ads, lead magnets, front-end offers to do so.
4. **Opportunity Stack:**
  - Create complementary opportunities to stack with your core offer. Stack more and more value to your core offer and put it together to a stack.
  - Example: ClickFunnels, a drag and drop website creation platform

ClickFunnels:	The software you need to actually build your funnels (ClickFunnels.com)
One Funnel Away Challenge:	A 30-day challenge to help you launch your first or next funnel (OneFunnelAway.com)
Funnel Scripts:	Software that writes the copy for the pages inside your funnel (FunnelScripts.com)
Funnel Hacking LIVE:	An event with live training and networking to help you have more success using funnels inside your business (FunnelHackingLive.com)
Funnel Success Secrets:	A course that shows you how to launch your own success online funnels to other business owners (FunnelSuccessSecrets.com)

Example: Dentist

If I were a dentist, the result people would want from me is straight, white teeth. Sure, my service may be part of that, but what is my framework for getting and keeping a beautiful smile?

Four Core Stories

- The goal of marketing is to rewrite the stories inside of people's heads.
- Identify false beliefs the customers have, preventing them from buying and rewrite them.
- People had previous experiences which lead to the beliefs they have. Mostly they serve them well, but sometimes these beliefs hold them back.
- If what you tell them does not fit their beliefs, the will not buy from you.
- You have to identify the beliefs that hold them back and target them with new stories.

Addressing False Belief

For each False Belief you are addressing, go through these four steps:

<b>False Belief:</b>	Identify false beliefs someone might have regarding your offer.	If I try to lose weight, I'm going to feel miserable.
<b>Experience:</b>	Determine the experience(s) they might have had that made them believe.	I tried many diets before and felt miserable.
<b>Story:</b>	Think of the story they tell themselves now.	I have to give up things that make me happy if I want to lose weight.
<b>Epiphany Bridge:</b>	Create an Epiphany Bridge Story to lead them to the new belief.	I also thought I'd have to give things up to lose weight. But then I discovered drinking Ketones instead of cutting carbs for fatloss.

The 4 Core Stories

Address these four Core Stories when addressing a False Belief:

<b>Origin Story:</b>	The origin story on how you discovered the new opportunity.
<b>Vehicle Framework Story:</b>	The story on how you learned/earned the framework.
<b>Internal Beliefs Story:</b>	The story of others who have had success as well.
<b>External Beliefs Story:</b>	The story that breaks false beliefs of external forces holding them back.

Create as many Epiphany Bridge Stories as possible.

10X Secrets: One-to-many selling

The perfect Webinar Framework

- Teach the Strategy (WHAT) but not the Tactics (HOW)

1.	15%	1/6 of the time:	Intro, Big Domino, Origin Story
2.	50%	1/2 of the time:	Vehicle Framework, Internal Beliefs, External Beliefs Story
3.	35%	1/3 of the time:	Show your Stack and Close

Follow the Steps to explain a "Secret":

- Introduce the name
- Share the story how you learned/earned it
- Teach the Strategy (WHAT)
- Share social proof
- Break false beliefs

The Big Domino

Find the ONE THING your audience needs to believe so that everything else becomes clear.

**Example:**  
If the Bible is true, then Jesus is the Savior.  
The Bible is true. Therefore, Jesus is the Savior.

Stacks and Closes

- The only thing people will remember is the last thing you showed them.
- Add elements on one side and build the value of your stack offer in from of them

Structure of the Webinar

Part 1: Big Domino

1. <b>Title:</b>	I am going to teach ____ (insert submarket) how to ____ (insert result) through ____ (insert your niche) Without ____ (insert fear)
2. <b>Intro:</b>	<ul style="list-style-type: none"><li>• Encourage their dreams</li><li>• Justify their failures</li><li>• Allay their fears and give them hope</li><li>• Confirm their suspicions</li><li>• Help them throw rocks at their enemies</li></ul>
3. <b>Ruler:</b>	Explain who the new opportunity is for and include
4. <b>Big Domino:</b>	Give a story to change the one core belief.
5. <b>Qualification:</b>	Share your backstory and qualifications.
6. <b>Origin Story:</b>	Tell the Epiphany Bridge Story for the origin of your framework (recap Epiphany Bridge Story Framework)
7. <b>Three Secrets:</b>	Show the three things you are going to teach
8. <b>Secret 1/2/3:</b>	Follow the steps to explain a Secret
9. <b>Transition to Selling:</b>	Recap what the audience has learned
10. <b>Ask for permission:</b>	Ask for permission to share your offer. "Is it okay, if I spend 10min to show you the offer I created to help you implement ____?"
11. <b>What you are gonna get:</b>	Show a digital image of the core product
12. <b>You will be..:</b>	Show what they will be able to do and what hurdles they will get rid of when buying. Show how much time they will save. Break false beliefs.
13. <b>Stack slides:</b>	Show the different parts of the offer and explain the value to them
14. <b>Case Studies:</b>	Show Case Studies of the whole Stack
15. <b>Who it works for:</b>	Include even more examples on where it is applicable
16. <b>Start NOW:</b>	Tackle the objection of buying now.
17. <b>If All...:</b>	Compare the price to the value of the result "If all this did was XY, would it be worth it?" Go through the components of the offer and justify their value.
18. <b>I had Two Choices:</b>	I had two choices with this. I could go as cheap as possible and try to sell as many as possible. But the problem with that is I couldn't really stack on the value for you. So I decided to go with a second option, which obviously requires a slightly higher investment on your side. But in exchange for that, my team can dedicate more time, energy, and resources to help guarantee your success.
19. <b>Price Anchor:</b>	Compare the end result to the price.
20. <b>Price Drop:</b>	Propose a reduced price for a limited time.
21. <b>Price Justification:</b>	Compare the price to alternative products and services. Go through the different options of doing it yourself or hiring someone.
22. <b>You have 2 Choices:</b>	Compare buying to not doing anything and justify not doing anything to be more risky.
23. <b>Guarantee:</b>	Give Guarantees to your offer to reduce the risk.
24. <b>The real question is:</b>	The real question is this: Is it worth gambling a few minutes of your time to check this out? Even if it does only HALF of what I've claimed today, it will pay for itself as soon as
25. <b>Final Stack:</b>	Show every component of the offer, the reduced price and the guarantees on one slide.
26. <b>Urgency:</b>	Create urgency by putting a time limit to the offer.
27. <b>Closing:</b>	Recap the offer, Set a Countdown, Show the price, Call to Action, Tackle another false beliefs about the product.

Trial Closes

- Closes to help persuade people to buy your offer
- Ask little yes or no questions, where the only answer is yes

Yes or No questions

- Are you ready to get started?
- Are you all getting this?
- Is this making sense?
- Can you imagine if that happened to you?
- Who here wants a free copy of \_\_\_\_?
- Would you like to be our next case study?
- You've heard them talk about this before, right? Isn't that cool?
- Isn't that exciting?
- Am I right?
- Can you see yourself doing \_\_\_\_?
- I'm sure you've noticed this too, right?

16 Mini Closes

<b>Money is good:</b>	What is money good for anyways? It's a tool created for exchange. You buy experience from others so you don't have to go through what they have to get there.
<b>Disposable income:</b>	Most people spend money on things that don't help them or add <small>(Link to the Money Stack)</small>

- Example: ClickFunnels, a drag and drop website creation platform

<b>ClickFunnels:</b>	The software you need to actually build your funnels (ClickFunnels.com)
<b>One Funnel Away Challenge:</b>	A 30-day challenge to help you launch your first or next funnel (OneFunnelAway.com)
<b>Funnel Scripts:</b>	Software that writes the copy for the pages inside your funnel (FunnelScripts.com)
<b>Funnel Hacking LIVE:</b>	An event with live training and networking to help you have more success using funnels inside your business (FunnelHackingLive.com)
<b>Funnel Agency Secrets:</b>	A course showing you how to launch your own agency selling funnels to other business owners (FunnelAgencySecrets.com)
<b>FunnelFla:</b>	A membership site with training content to help you become a master funnel builder (FunnelFla.com)
<b>Funnel University:</b>	A monthly newsletter showing you behind the scenes of the best-selling funnels online (FunnelU.com)
<b>ClickFunnels Collective:</b>	A coaching program to help you grow and scale your funnels (ClickFunnelsCollective.com)
<b>Traffic Secrets:</b>	A book that teaches you how to get more people into your funnels (TrafficSecrets.com)

Example: Dentist

If I were a dentist, the result people would want from me is straight, white teeth. Sure, my service may be part of that, but what is my framework for getting and keeping a beautiful smile?

If I were a dentist, I would build out:

- a framework which may include daily brushing
- certain types of toothpastes
- whitening strips
- tongue scrapers for good breath
- supplements to strengthen enamel
- checkups twice a year
- etc.

Do you see how by switching from a product (teeth cleaning) to a framework, I position myself differently than every other dentist.

Using information Products to grow a company

- If your product is no new opportunity in itself, your framework has to be!
- ClickFunnels as a product does just provide an improvement for building websites.
- The new opportunity came from the "FunnelFrameworks", a new way to make the websites.
- Create Frameworks and wrap them around core offers to create a new opportunity.
- Put the frameworks into Text, Audio, Video and Live experiences.

- Create complementary products like:

- Free Content
- A book
- A 2-20min video tutorial
- Software to help them achieve their goal
- Membership to a site (\$10-100per month)
- Online courses (\$100-1000)
- Seminar or workshop (\$500-5.000)
- Mastermind group (\$10.000-100.000)
- 1 on 1 meetings (\$10.000+)

- Advantages:

- Information products reduce the amount of explanation for sales.
- You look like an expert instead of a commodity.
- They are assets that can be reused with 0% extra cost.

Creating an offer:

- Think of all the information and tools you can generate from your frameworks
- Create complementary products from them
- Put them together to create a unique offer

3 reasons why people don't buy from you:

There are 3 objections you have to face with your offer

<b>Wrong Vehicle:</b>	<b>They don't believe your vehicle is the right one for them</b> Collect Case Studies and examples of instances where the system was successful and put them into a booklet.
<b>Self Doubt:</b>	<b>They think others might be successful with it but they won't</b> Find out what specific skill they think they are lacking to achieve the goal, create a solution for that and put it to your offer. E.g. they lack the technical skill to create a website. For ClickFunnels, the solution was to address this belief directly and point out the intuitive drag and drop functions (no coding needed)
<b>External Source:</b>	<b>They think there is an external force holding them back</b> Every kind of external reasons outside of their control, like lack of time or a bad economy. Find out these reasons and create additional products to tackle them.

A future-based cause

- In Proverbs 29-18 it says, "Where there is no vision, the people perish."
- You need to give your followers hope for something better
- Create a slogan that is future-based instead of focussed on the present (New opportunity instead of improvement offer)

- Create an Identity Shift:

Give your followers a name with a new identity and new goals.  
Think about something to wear as a shirt.  
Create a manifesto for what the identity looks like.  
Add milestone awards for people to collect.  
Create a social mission for a good cause like a charity.

Changing Belief

- Core Strategy: Hook, Story, Offer
- Grab the attention with a Hook, build up the perceived value with a story, offer what you have created

Epiphany Bridge

= A Story taking people through the same emotional experience you had when you first got excited about your new opportunity

- Don't sell. Help them to make a decision.
- People need to be emotionally invested before they accept logic argument.
- Avoid "Techno Babbble", where you explain to them in technical terms and confuse people.
- Find the core story that made you believe in your opportunity

Effective Storytelling

<b>Oversimplify:</b>	Oversimplify your speaking. Speak at about third-grade level
<b>"Kinda like":</b>	Use comparisons to link what you are telling them to something they already know.
<b>Make them feel:</b>	Add emotion by describing the scene in great detail, giving context to the situation and then describing how you felt. Great fiction authors spend pages just describing the environment something takes place in.

Epiphany Bridge Story

= A Story designed to give people the emotional investment to be open for your opportunity

<b>Phase #1: The Backstory</b>	<ul style="list-style-type: none"> <li>What is your <b>BACKSTORY</b> that gives us a vested interest in your journey?</li> <li>What is the <b>DESIRE</b> or result that you want to achieve? (External and Internal)</li> <li>What are the <b>OLD VEHICLES</b> that you tried in the past to get this same result that didn't work for you?</li> </ul>
<b>Phase #2: The Journey</b>	<ul style="list-style-type: none"> <li>What was <b>THE CALL</b> or the reason that made you start on this journey?</li> <li>Who or what is <b>THE VILLAIN</b> that is keeping you from having success?</li> <li>WHAT will happen if you don't have success on this journey?</li> </ul>
<b>Phase #3: New Opportunity</b>	<ul style="list-style-type: none"> <li>Who was the <b>GUIDE</b> who gave you the epiphany?</li> <li>What was the <b>EPIPHANY</b> you experienced?</li> <li>What is the <b>NEW OPPORTUNITY</b> you created from this epiphany?</li> </ul>
<b>Phase #4: The Framework</b>	<ul style="list-style-type: none"> <li>What is the <b>STRATEGY</b> or frameworks you developed to get you to the desire you wanted to achieve?</li> <li>What were <b>THE RESULTS</b> you got by following the frameworks?</li> <li>What were <b>OTHERS' RESULTS</b> from following your frameworks?</li> </ul>
<b>Phase #5: Achievement and Transformation</b>	<ul style="list-style-type: none"> <li>What was your <b>ACHIEVEMENT</b>?</li> <li>What was your <b>TRANSFORMATION</b>?</li> </ul>

30s Epiphany Bridge Script

- Adjust the length of your story and detail you give to the amount of time you have
- When presenting a 30s Epiphany Bridge, just focus on the core 5 Phases and describe them in one sentence

Example:

<b>Backstory:</b>	I wanted to make money to support my wife.
<b>Journey:</b>	I started selling potato gun DVDs but later got shut down by Google.
<b>New Opportunity:</b>	Mike Filisaine told me about an upsell, and I discovered funnels.
<b>Framework:</b>	I built funnel frameworks to grow my companies.
<b>Achievement:</b>	I made a ton of money, and my wife retired so she could have kids and be a stay-at-home mom.

16 Mini Cases

<b>Money is good:</b>	What is money good for anyways? It's a tool created for exchange. You buy experience from others so you don't have to go through what they have to get there.
<b>Disposable Income:</b>	Most people spend money on things that don't help them or add value to their lives. You should invest that money into yourself.
<b>Money replenishes:</b>	Money comes back but time doesn't. So saving time is even more valuable.
<b>Break old habits:</b>	You can go back to your old habits. But that will not change your problem. I care for you so this is important to me and I want to break these habits with you.
<b>Information alone:</b>	You know the information now, but that's not enough. You also need to implement it. My success rate without me is almost 0%. With me 4%.
<b>Money or excuses:</b>	Most people are either good at making money or at making excuses. You can just be one.
<b>My two choices:</b>	I could have made this as cheap as possible. But I choose to raise the price to include these bonuses and make sure we give you absolutely everything you need to succeed.
<b>Tehir two choices:</b>	You can either buy or not. Do nothing is 100% risk free but has no reward. Buying (with the guarantee) is risk free as well but you have the chance it will help you.
<b>Us vs. Them:</b>	Some are doers and some aren't.
<b>The handhold:</b>	Walk them through the sign-up process and show how simple and fast it is.
<b>Say good-bye:</b>	Once you have bought you can say goodbye to the stress of X, Y, Z.
<b>Now and later:</b>	Before I had this I struggled with X and wasn't able to Y. Does that sound familiar? Now I'm able to X without Z.
<b>Only Excuses:</b>	Call out any excuses. You might be thinking X.
<b>Reluctant Hero:</b>	Be reliable. I really struggle with XY myself.
<b>If you only got:</b>	If you only got XY out of this, would it be worth the money?
<b>Close close:</b>	If you are still on the fence, now is the time to go to (Website) and register. Remember, it is risk free so get started right now.

Becoming your Customer's guide

Testing your presentation live

- First create the Stack Slide
- Create an offer so valuable, people will pay \$1.000
- The offer should have a real value for the customer of at least \$10.000
- Focus on one funnel and one core offer and tweak it until it runs out of making money. Then you can think of another one.
- Collect questions and comments from your customers and read them through
- The difference between 10% and 15% Conversion Rate is the difference between a 7 and 8 figure business.

The Promotion Cycle

- Promote as much as you can.
- Use Ads to drive traffic.
- Target \$3.5 for each registrant. \$7-8 is hard to become profitable.
- If the cost gets higher than that check your landing page, your message or who you are targeting

- Promote in a week cycle:

<b>Mo-Wed:</b>	Promote as much as you can.
<b>Thu:</b>	Live Webinar.
<b>Fri:</b>	Replay.
<b>Sat-Sun:</b>	Urgency and Scarcity.

The Registration Page

- The key to high conversions is curiosity.
- Don't show too much that they assume to know the answer.
- Show images that do not make sense but hint at different things.
- Don't put videos on the registration page.

Thank-you Page

- Have a Page where you thank them after the registration.
- Offer a low cost product on your thank you page to cover the ad cost.

Indoctrination Emails

- Send them at least 5 mails to remind them of the webinar and when it will happen, as well as a mail directly after they registered with some value attached.
- Send a mail one day before, the morning before, one hour before, 15min before and when the webinar is going live.
- Send them Videos to show them your philosophy, get them excited and present them.
- Use urgency and scarcity
- Use "Soap Opera Sequences (SOS)". Emails, which end on an interesting note to catch the attention and curiosity for the next one.

Follow ups and last minute urgency

- Send follow up mails with a replay option of the webinar or a cheat sheet PDF of the learnings in the webinar.
- Remind them on when the card closes and they lose their discounted offer.

Perfect Webinar Cheat Sheet

- What new opportunity am I offering?
- What special offer can I create for those who purchase?
- What is the one Big Domino for this offer?
- What is my Epiphany Bridge origin story to attempt to knock down the Big Domino?
- What is the framework I'm teaching and the false belief I'm trying to break? (Vehicle)
- What is the framework I'm teaching and the false belief I'm trying to break? (Internal Beliefs)
- What is the framework I'm teaching and the false belief I'm trying to break? (External Beliefs)
- How can I structure the Stack and close to increase my sales conversions?

5min Perfect Webinar Script

- Hey, did you know that (big misconception)?
- I know it sounds crazy because we're so used to hearing about (usual thing), and while that is important, I'm going to share three secrets with you today that are going to revolutionize the way you (area of their life you'll revolutionize).
- I'm (your name) and I am (your role) who has helped (accomplishment).

- So what is (the big idea or thing you'll reveal)?
- It's (the thing).
- It's (more details about the thing).
- So, I'm going to share with you three secrets about (the thing) and how you can (big payoff).

- And I know what you're probably thinking: (objection).
- But again, I'm going to show you a great way you can (action they can take) and get amazing results.

- So the first secret is (first secret).
- The big idea here is (first secret big idea).
- This is important because (why first secret is important!)
- The second secret is (second secret).
- The main thing to understand here is that (second secret big idea).
- This means (why second secret is important).
- The third secret is (third secret).
- The main thing to understand here is that (third secret big idea).
- This is key because (why third secret is important).

- Now, I know what you're thinking.
- It's (next objection).
- Well the tricky thing is that (real truth behind the objection they don't realize)
- And so I've (verb ending in ed) this (the thing you've developed/created/found) you can (what they can do with this amazing thing you've just revealed to them)
- (What makes this so special.)
- And so what this is going to do is (what this will do for them!)

- And I, as (your role) who has (cool accomplishment/thing about you), what I do is (the superpower/secret of your success).
- So what I've done is I've (what you've created/done for them).
- If you click the link, you can (what they can do when they click the link).

- I honestly don't know how much longer we'll keep this (the thing you've developed/created/found) available, and prices will probably go up because (why you can't keep this offer up forever).
- So click the link to get it today while it's still available.
- We're always here to help and I can't tell you all the amazing results we've gotten for (target audience) just like you who are struggling with (problem).
- We also have (the next thing you'll offer them in an OTD) but today I'm talking about (the thing you've developed/created/found), which is amazing.
- I can't wait to see you on the inside. Have a great day.

The hero's two journeys

The Heros Adventure

<b>The Call to Adventure:</b>	Hero receives calling to the unknown
<b>Refusal of the Call:</b>	Obligations or fear prevent hero from starting the journey

<b>Supernatural Aid:</b>	Magical helper appears or becomes known
<b>Crossing the First Threshold:</b>	Hero leaves their known world and ventures into the unknown
<b>Belly of the Whale:</b>	Final stage of separation from the known world
<b>The Road of Trials:</b>	Hero must pass a series of tests to begin transformation
<b>Meeting with the Goddess/Love:</b>	Hero experiences unconditional love
<b>Temptation:</b>	Hero faces temptation that will distract from their ultimate quest
<b>Atonement with the Hero's Father:</b>	Hero must confront the person who holds ultimate power in their life
<b>Peace and Fulfillment before the Hero's Return:</b>	Hero moves to a state of divine knowledge (usually through some form of death)
<b>The Ultimate Boon:</b>	Achievement of the goal
<b>Refusal of the Return:</b>	Having found bliss and enlightenment in the other world, hero may be reluctant to return
<b>Magic Flight:</b>	Sometimes the hero has to escape with the boon
<b>Rescue from Without:</b>	Sometimes the hero needs a rescuer
<b>Return:</b>	Hero retains wisdom gained on their quest and integrates it into human society by sharing their wisdom with the world
<b>Master of Two Worlds:</b>	Hero achieves balance between the material and spiritual (inner and outer world)
<b>Freedom to Live:</b>	Free from fear of death, hero lives in the moment without concern for the future or regrets of the past

The 2nd Journey of the hero

- The second journey is the journey of transformation
- Who the hero is becoming in the process

• The Plot
 

Character:	
Desire:	
Conflict:	

1. Separation from the Ordinary World
2. The Journey/Conflict/Villain
3. The Mentor/Expert/Guide
4. The Achievement