

CHAPTER NINE

PERFECT YOUR PITCH

HOOK, STORY, OFFER

Perfecting Your Pitch: In business, a pitch is a promise that your company can be relied upon to improve your ideal client's situation. The idea of "pitchmen" has been around for decades. In the early years of television, pitchmen were instrumental in selling household goods and products directly to consumers through persuasive demonstrations and compelling storytelling. These pitchmen became iconic figures, shaping the landscape of advertising and infomercials as we know them today.

One of the earliest and most influential pitchmen was Ron Popeil, who revolutionized the industry with his innovative approach to product demonstrations. Popeil's infomercials, often aired during late-night television slots, featured him showcasing various inventions and gadgets enthusiastically and with conviction. His catchphrase, "But wait, there's more!" became synonymous with offering additional value to customers and encouraging them to make a purchase.

Another legendary pitchman from the early years of TV was Billy Mays, known for his booming voice and energetic persona. Mays was a master at selling household cleaning products and tools, such as OxiClean and Mighty Putty, through his passionate demonstrations and persuasive pitches. His larger-than-life personality and memorable catchphrases made him a beloved figure in the world of infomercials. "Hi, Billy Mays here!"

Then, there was my girl, Clara Peller. Clara made a significant impact as a pitchwoman in the 1980s with her iconic line, "Where's the beef?" in a Wendy's commercial. Her humorous and memorable delivery resonated with audiences and helped propel Wendy's into the spotlight. (BRB, going to get a Frosty...)

The pitchmen of the early years played a pivotal role in shaping how products were marketed and sold directly to consumers through television. Their engaging demonstrations, charismatic personalities, and effective storytelling techniques captured the audiences' attention and established a direct connection between the pitchmen and their viewers. This direct interaction fostered trust, credibility, and a sense of authenticity, which were crucial elements in persuading consumers to make a purchase.

Fast forward to the digital age, and we see a similar phenomenon unfolding with the rise of social media influencers and online personalities. These modern influencers leverage platforms like Instagram, YouTube, TikTok, and others to reach and engage with their target audience in much the same way that the pitchmen of the early years did on television. They create entertaining, informative, and relatable content, building a loyal following of individuals who trust their recommendations and value their opinions.

For businesspeople looking to reach their ideal clients and establish a strong connection, video content is an invaluable tool. Just as the

pitchmen of yesteryears used television to showcase products and engage with audiences, today's entrepreneurs can use video to tell their brand story, showcase their products or services, and provide valuable insights or tips relevant to their industry. Video content allows for a more dynamic and immersive experience, enabling businesses to convey their message in a compelling and memorable way.

Moreover, social media platforms offer unprecedented opportunities for businesses to build an audience and cultivate a community around their brand. By consistently creating and sharing engaging video content, businesses can attract followers who resonate with their values, interests, and offerings. These followers become not just customers but advocates and ambassadors for the brand (we covered "megaphones" in Chapter One: Rejection Is a Gift and the 1:1 mentality), helping to spread awareness and drive growth through word-of-mouth referrals and social sharing.

In essence, the principles that guided the pitchmen of the early years—authenticity, credibility, engagement, and the power of storytelling—remain just as relevant in the digital age. By embracing video as a means of reaching their ideal clients and building an audience on social media, modern businesses can tap into the same strategies that made their predecessors successful while leveraging the unique opportunities afforded by digital platforms. So, I ask. Do you want to make some videos? (Or build a snowman? Honestly, I'm game for either).

At this point I think we can all agree that video is an excellent tool for allowing people to get to know you, but the most effective approach is through consistently posting videos. While this can be challenging, depending on the format, you may find it necessary to write scripts. However, scripting can sometimes detract from the fun and spontaneity of videos. It's important to note that spontaneous

videos may only perform well on certain platforms and may not fully convey your message. As a business, showcasing who you are is one of the primary reasons for creating videos.

Developing a script for your video content, while it may be considered tedious by some, is crucial for several reasons. Firstly, a well-crafted script ensures that your message is clear, concise, and effectively communicated to your audience. It helps you organize your thoughts and ideas, ensuring that you cover all the key points you want to convey. Additionally, having a script can help you maintain consistency in your messaging across different videos, ensuring that your brand voice and tone remain cohesive. (We covered this in Chapter Seven: *Becoming Crystal Clear*. With Amy, remember Amy? UGH)

Moreover, scripting allows you to plan out the structure of your video, including the introduction and main content which helps maintain viewer engagement and guides them through the video smoothly, ultimately resulting in a Call to Action (CTA). It also provides an opportunity to incorporate storytelling elements, anecdotes, or humor, which can make your content more engaging and memorable.

While script writing may seem daunting, especially for those who are not accustomed to it, creating a fill-in-the-blank script can streamline the process and make it more manageable. By developing a template with customizable sections such as the introduction (your Hook), main points (your Story), and conclusion or CTA (your Offer), you can easily adapt it for different videos and topics while maintaining consistency in your messaging.

(In my best Billy Mays voice:) "Hi, Red Hilton here!" I have developed a fill-in-the-blank script which allows you to plug in specific details or examples relevant to each video, saving time and effort while still ensuring that your content is well-structured and effective. Since

the script provides a framework for your video content, it is easier to brainstorm ideas and plan out your videos in advance. (In my best Ron Popeil voice:) "But wait, there's more!"

This "fill-in-the-blank" script, called Hook, Story, Offer (HSO); teaches you to focus in on the pain points of your ideal client, create a "conversational" tone, and present your business as the best option to address these pain points. Hook, Story, Offer will help you to write your own 5-minute infomercial (or webinar, as the kids call it today). Once the blanks of HSO are completed, you will have the PERFECT base for a video, short webinar, or advertisement for your company or service. The best part, HSO, is designed to be used over and over again, allowing you to create ENDLESS video content. So you may be asking yourself, "Where's the beef? " (Miss you, Clara!) Well, the HSO workshop is part of our TheGameChangersConference.com Workshop and it is behind a paywall on my website (BelmontCityPress.com) so we won't be going over it in depth here. But, dear reader, allow me to give you some fundamental breakdowns of the HSO structure.

HOOK, STORY, OFFER (light version)

Primary purpose of HSO and how to become effective in messaging through the use of video:

- **Know Your Audience:** We covered this at length (some people would say "ad nauseam") in Chapter Eight: Define Your Avatar, but before creating any video content, take the time to understand your target audience deeply. What are their pain points, needs, and desires? What kind of content resonates with them? By having a clear understanding of who you're speaking to, you can tailor your messaging to address their specific concerns and interests, making your videos more engaging and relevant.

- **Be Authentic and Genuine:** Authenticity is key to connecting with your audience on a deeper level. Don't be afraid to show your personality, share your story, and let your passion shine through in your videos. People are drawn to authenticity and sincerity, so be genuine in your messaging and avoid coming across as overly scripted or salesy. Showcasing the human side of your business can help foster trust and credibility with your audience.

- **Provide Value:** In a world inundated with content, it's essential to offer something of value to your viewers. Whether it's educational tips, entertaining insights, or inspiring stories, aim to provide content that enriches the lives of your audience in some way. By consistently delivering valuable and relevant content, you position yourself as a trusted authority in your field and keep your audience coming back for more.

THE HSO FORMAT: This will produce a 5-minute infomercial video for your business.

HOOK:

Start with a captivating hook: Begin your video with an attention-grabbing fact, statistic, or question that intrigues the viewer and draws them in.

STAY WITH ME: Share your unique perspective: Express your opinion on a topic related to your services, especially if it's controversial or thought-provoking, to spark interest. Hint that clarification will follow, if they stay with you and watch the video.

ENGAGE: Provide valuable insights: explain the "truth" of your controversial or thought-provoking statement.

PROMISE: Explain what you're going to "share" with them in the video.

POINT: Point out a pain point you are addressing with the video. Use one pain point per video.

QUALIFY: Now, it's time to introduce yourself. Your name, your background, and how you are uniquely positioned to be relied upon to improve your ideal client's situation.

STORY:

This is where you will tell a compelling story: Incorporating storytelling elements will make your message more relatable and memorable, connecting emotionally with your audience.

MINDSET SHIFT: Call back to your HOOK. What is the ONE THING you want your ideal client to learn from this video even if it challenges conventional belief or is specific to only your business. How do you get them on your side?

ADDRESS CHALLENGES: Propose a common "thought" or "idea" that is holding your ideal client back, preventing them from using your services or product.

IDENTIFY/BREAKDOWN FALSE BELIEF PATTERNS: With multiple examples, demonstrate how you are going to "shatter" the challenges or obstacles (or false beliefs) your ideal client feels about your product or services.

THREE REASONS: Callback to the "promise" you made about the video. This is where you address the concerns you promised to "fix." Incorporate a "soft landing" for the pain POINT you highlighted earlier. We like to have 3 reasons to explain or 3 myths to address.

OFFER:

This is it. The moment you have been working towards the entire video: the crescendo. It is where everything starts to come together, and you subtly influence the decision-making process and increase the likelihood of a positive outcome.

DIRECT: Build anticipation, address a question they probably have after hearing your Hook and Story. Establish rapport and explain how your services are uniquely qualified answer to the problem.

BREAD CRUMBS: Strategically dropping hints or cues will guide your ideal client towards the desired action, often leading up to the call to action (CTA). Go over benefits/solutions that you provide. We prefer 2 or 3 "catalysts" that gently nudge the viewer towards the next step.

UPSELL OR CTA: Tell your viewers what steps to take to connect with you and find out how they can benefit from your offer.

URGENCY: Create a sense of urgency in your pitch (this should be subtle!). Although you are ready, willing, and able to assist or serve them right now, it is possible, due to the number of clients you take on at any one time or the amount of product you produce, that availability could become scarce or limited.

CLOSE: Recall the CTA (call-to-action) and explain that even if the viewer is not your ideal client, you would love to connect with them, if only to get feedback, learn about their business, etc.

Let's see how this all comes together: See how I have implemented this exact strategy into a video for Belmont City Press.

Creating video content consistently is essential for businesses to attract and inform their ideal clients, but scripting can be daunting. However, developing a fill-in-the-blank script like Belmont City Press's "Hook, Story, Offer" method streamlines messaging, ensuring clarity and consistency across



videos. This approach allows creators to craft the perfect 5-minute webinar that can be scaled for various speaking opportunities, maintaining messaging coherence. By focusing on pain points, adopting a conversational tone, and positioning your business as the solution, this script empowers businesses to effectively engage their audience and drive action through compelling storytelling that won't leave their viewers wondering, "Where's the beef?"