


Red Hilton

# THE POWER OF NOT YET COACHING WORKBOOK




Unleashing Your Potential One Rejection At a Time

BUSINESS  
NICHE  
SPECIALIZE

&

HOOK  
STORY  
OFFER

A Step-by-Step Workbook  
for identifying your ideal  
client and writing the  
perfect 5-minute webinar.





# 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.

## Pitchmen: The Early Years

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.

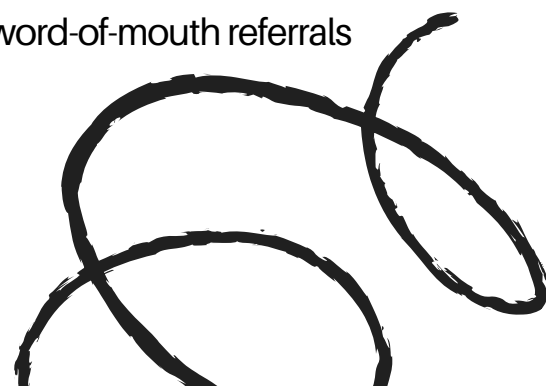


## Pitchmen: The Digital Age

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, helping to spread awareness and drive growth through word-of-mouth referrals and social sharing.



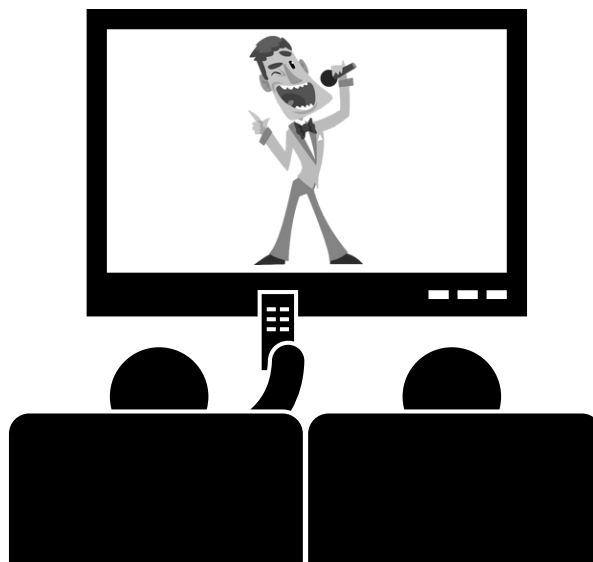
In essence, the principles that guided the pitchmen of the early years—authenticity, credibility, engagement, and the power of storytelling—remain just as relevant in the digital age. By embracing video as a means of reaching their ideal clients and building an audience on social media, modern businesses 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).



## Pitchmen: The Script

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.



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.



## Pitchmen: Hook Story Offer

(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 only taught as a component part of our conference (aka "TheGameChangersConference.com") and a service we offer to our private clients. In the next few pages, you will walk you through how to use our "fill-in-blank" scripting to create your perfect 5-minute webinar. Let's get started!

# Hook Story Offer

Primary purpose of Hook, Story, Offer and how to become effective in messaging through the use of video:

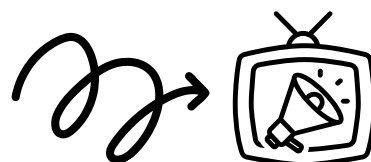
**Know Your Audience:** We covered this at length (some people would say "ad nauseam") in Chapter Eight: Define Your Avatar of our book The Power of Not Yet, but before creating any video content, take the time to understand your target audience deeply. What are their pain points, needs, and desires? 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.

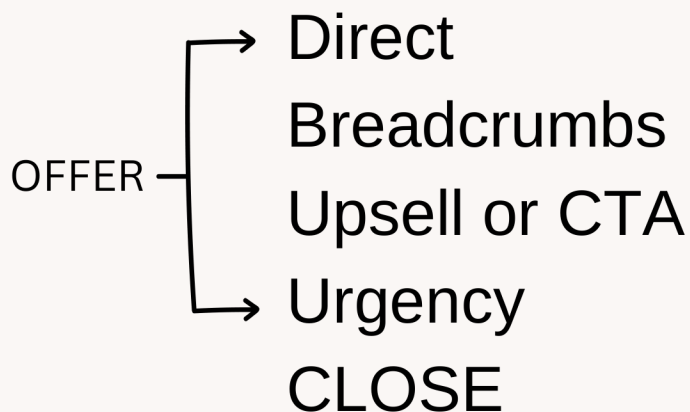
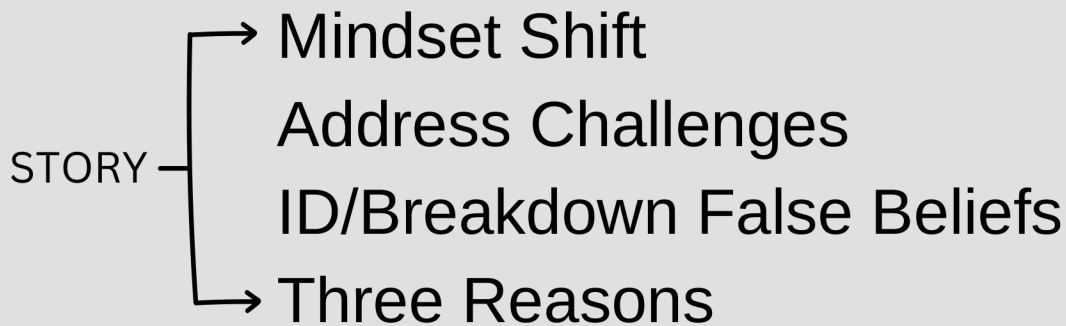
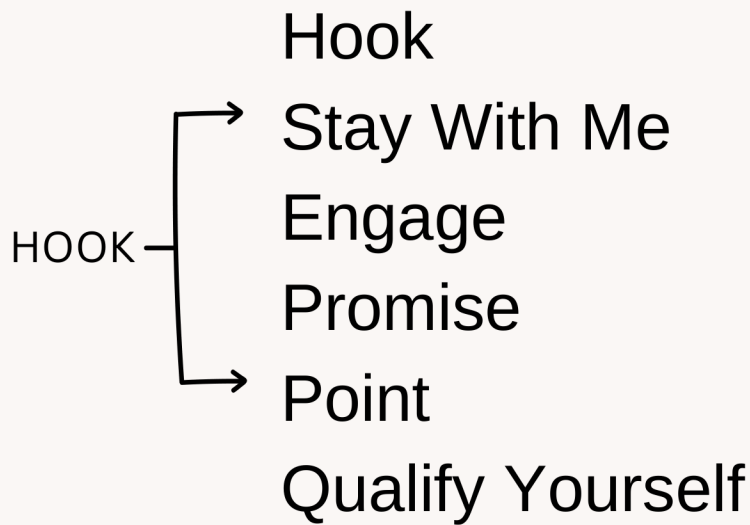
**Provide Value:** In a world inundated with content, it's essential to offer something of value to your viewers. Whether it's educational tips, entertaining insights, or inspiring stories, aim to provide content that enriches the lives of your audience in some way. By consistently delivering valuable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



The Hook Story Offer FORMAT: The following exercise is broken up into 3 sections (Hook, Story, and Offer) and will produce a 5-minute infomercial video for your business.



# Hook. Story. Offer.



# Hook. Story. Offer.

## Part One: Below are the definitions of each segment of your “Hook.”

**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. You will choose to share 3 (choose one): secrets/steps/myths/pillars/advantages.

**POINT:** Indicate a pain point, problem, or need you are addressing.

**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. This will be one of your longest sections.



# Hook. Story. Offer.

## Part Two: Below are the definitions of each segment of your “Story.”

**STORY**: This is where you will begin to tell a compelling story. By incorporating storytelling elements, you will make your message more relatable and memorable, connecting emotionally with your audience.

**MINDSET SHIFT**: Call back to your HOOK. What is the key lesson you want your target audience to take from this video, even if it goes against common beliefs or is unique to your business? How do you win them over?

**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**: Call back to the "promise" you made. This is where you address the concerns you promised to "fix." Incorporate a "soft landing" for the pain point or issue you highlighted earlier. We like to have 3 reasons to explain or 3 myths/advantages etc to address. This will be your longest section (broken down into 3 paragraphs).

# Hook. Story. Offer.

## Part Three: Below are the definitions of each segment of your “Offer.”

**OFFER**: This is it. The moment you have been working towards the entire script: the crescendo. This 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 clues 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. This has 3 sections.

**UPSELL OR CTA**: Tell your ideal clients 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. This is in 2 sections.

**CLOSE**: Recall the CTA (call-to-action, question 19) 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

# Hook. Story. Offer.

## Part One: Below are the “prompts” for each segment of your “Hook.”

Take a look at the prompts used to craft your script. We have included our EXAMPLE answers so you learn how we answer the prompts in one of our ACTUAL scripts we use right now!

**HOOK Prompt:** Did you know...

**BCP EXAMPLE:** according to the New York Times 81% of Americans want to write a book.

**STAY WITH ME Prompt:** I know it sounds crazy because...

**BCP EXAMPLE:** only 1% of those people actually go on to write a book.

**ENGAGE Prompt:** But the truth is

**BCP EXAMPLE:** everyone has a story to tell or an expertise to share. And they are all important.

**PROMISE Prompt:** Today I'm going to share with you 3 (you will be given a choice of responses “secrets/steps/myths/keys/pillars/truths/advantages”). For this script we chose “**advantages.**” We will refer back to this answer a few times. This question is in 2 parts.

**BCP EXAMPLE:** (1) advantages (2) of writing a book if you are a business owner, in sales, or an entrepreneur.

**POINT PROMPT:** But this is really for anyone who is

**BCP EXAMPLE:** looking to establish credibility, brand their expertise, simplify their life, and gain more business.

**QUALIFY Prompt 1:** Hi! I’m....(What is your name?)

**QUALIFY Prompt 2:** and I...

**BCP EXAMPLE:** Hi I’m Red Hilton **and** I was inspired .....

In the interest of space we will explain: Here we introduce ourselves, list our accomplishments, and explain how and why we are the go-to expert our ideal clients needs. (We suggest 100-150 words, to keep this script to approx. 5 minutes).



# Hook. Story. Offer.

## Part Two: Below are the “prompts” of each segment of your “Story.”

Take a look at the prompts used to craft your script. We have included our EXAMPLE answers so you learn how we answer the prompts in one of our ACTUAL scripts we use right now!

**STORY**: This is where you will begin to tell a compelling story. By incorporating storytelling elements, you will make your message more relatable and memorable, connecting emotionally with your audience.

**MINDSET SHIFT PROMPT**: So, what is it that I'm talking about?

**BCP EXAMPLE**: That positioning yourself as the go-to professional in your niche or telling your story, is within your capability and you don't need to struggle getting the words out of your head and on to paper, nor compromise the integrity of your story, experience, or expertise.

**ADDRESS CHALLENGES PROMPT**: I know what you're probably thinking.

**BCP EXAMPLE**: "I don't have the time to write a book."

**IDENTIFY/BREAKDOWN FALSE BELIEF PATTERNS PROMPT**: But I'm going to show you...

**BCP EXAMPLE**: how, as a professional looking to dominate in any industry, becoming a published author is no longer an option, it's a necessity for market advantage.

**THREE REASONS PROMPT**: So what are these 3 (call back to question 4: ★ secrets/steps/myths/keys/pillars/truths/advantages).

**BCP EXAMPLE**: This is where you will be prompted to write our 3 separate paragraphs. You can see our examples in our finished script.

# Hook. Story. Offer.

## Part Three: Below are the definitions of each segment of your “Offer.”

Take a look at the prompts used to craft your script. We have included our EXAMPLE answers so you learn how we answer the prompts in one of our ACTUAL scripts we use right now!

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

**DIRECT PROMPT:** So you might be asking...

**BCP EXAMPLE:** how do I establish credibility, brand my expertise, simplify my life and gain more business?

**BREAD CRUMBS PROMPT ONE:** I've actually ....

**BREAD CRUMBS PROMPT TWO:** Then,

**BREAD CRUMBS PROMPT THREE:** And then

**UPSELL OR CTA PROMPT:** So go ahead and

**BCP EXAMPLE:** set up an appointment with me, Red Hilton, to talk about your 21-day-to-author journey.

**URGENCY PROMPT ONE:** I can't promise you

**BCP EXAMPLE ONE:** we will always have spots available, as we only work with a few authors at a time.

**URGENCY PROMPT TWO:** But...

**BCP EXAMPLE:** we have time slots available now for a quick consult to see if becoming a published author is right for your business.

**CLOSE PROMPT:** So, click the link, schedule a call, plan a zoom,

**BCP EXAMPLE:** if for no other reason than I'd just love to hear your story.  
So #TellUsAStory

Hook, Story, Offer

**Did you know** according to the New York Times 81% of Americans want to write a book. **I know it sounds crazy because** only 1% of those people actually go on to write a book. **But the truth is** everyone has a story to tell or an expertise to share. And they are all important.

**Today I'm going to share with you 3** advantages of writing a book if you are a business owner, in sales, or an entrepreneur. **But this is really for anyone who is** looking to establish credibility, brand their expertise, simplify their life, and gain more business.

**Hi I'm Red Hilton and I** was inspired by a successful 30-year sales career, a very long run through Boston, and an overwhelming need to simplify my life, so I founded Belmont City Press. My first book solidified me as a go-to person in my niche and with my second book, I literally "wrote the book" on writing a book in order to succeed in business.

With over 250 speaking engagements under my belt I want to help you grow to a six-figure income and create your own seven-figure business by sharing my journey, experience, and expertise with you.

I've been featured in The Boston Globe, The Boston Examiner, Book Launch Express, Book Publishers Central, Bookstore Newswire, NBC, CW, AP News, FOX, ABC and several of my publications have hit #1 in the US and Canada.

**So, what is it that I'm talking about?** That positioning yourself as the go-to professional in your niche or telling your story, is within your capability and you don't need to struggle getting the words out of your head and on to paper, nor compromise the integrity of your story, experience, or expertise. **I know what you're probably thinking** "I don't have the time to write a book." **But I'm going to show you** how, as a professional looking to dominate in any industry, becoming a published author is no longer an option, it's a necessity for market advantage.

**So what are these 3** advantages? Well according to the Business Impact of Writing a Book, a study of business book authors done by the Wellesley Hills Group a vast majority of business authors surveyed, as in 96%, said they noticed a significant positive impact on their business from writing a book. The advantages they cited ranged from generating more leads, to closing more deals, and charging higher fees.

**The second** advantage is, I think we all agree that writing a book is the ultimate credibility tool for positioning yourself as the go-to expert in your niche. Writing a book will also generate more speaking engagements and opportunities to talk about your business and your brand. Have you ever met a keynote speaker who HAS NOT written the book...on something?

**And finally**, when writing a business book, focus not on sales but on its purpose: to drive business growth. Royalties are not the goal, even for top publishers. Instead, your book serves as a powerful tool, becoming the key to open doors to opportunities and attract clients by showcasing your expertise in a readily accessible format. It acts as the ultimate business card. Imagine the next time you get together with clients, hoping to close the deal. Your perspective

client asks you a question and you respond... "I wrote an entire chapter on that in my book" You hand them a copy of your book and say "turn to page 17 Helen."

**So you might be asking** how do I establish credibility, brand my expertise, simplify my life and gain more business? **I've actually** developed an entire online program that walks you through the process of writing a book. For 20 minutes a day for 21 days you answer pointed and open ended questions and then we take it from there. With our writers and copy editor we cultivate a narrative of your story and expertise. We either join your chapter with like minded individuals in an anthology or we publish a stand alone book. Congratulations you're a published author. **Then,** we work with you to write a press release or a guest blog and work to get you featured in podcasts and national news outlets such as NBC and AP News, plus affiliates of major news outlets and industry publication announcing you are the new expert. All with back linking to your website or social medias. **And then,** with author copies in hand , we help you implement a 12-step marketing plan and share 9 ways for you to scale your business.

**So go ahead and** set up an appointment with me, Red Hilton, to talk about your 21-day-to-author journey.

**I can't promise you** we will always have spots available, as we only work with a few authors at a time. But we have time slots available now for a quick consult to see if becoming a published author is right for your business.

**So, click the link, schedule a call, plan a zoom,** if for no other reason than I'd just love to hear your story. So #TellUsAStory

So there you have it, our completed script. 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 video 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?"