

Hook. Story. Offer.


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

This is your opportunity to complete the script by filling in the missing pieces. Review the provided definitions, prompts, and examples as references. Consider this as a foundational framework for crafting your script. Feel free to adjust it according to your needs and have fun with the creative process.

HOOK Prompt: Did you know...

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

ENGAGE Prompt: But the truth is

 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”).

POINT PROMPT: But this is really for anyone who is

QUALIFY Prompt 1: Hi! I'm....

QUALIFY Prompt 2: and I...

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

This is your opportunity to complete the script by filling in the missing pieces. Review the provided definitions, prompts, and examples as references. Consider this as a foundational framework for crafting your script. Feel free to adjust it according to your needs and have fun with the creative process.

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?

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

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

THREE REASONS PROMPT: So what are these 3 (call back to question 4: ★ secrets/steps/myths/keys/pillars/truths/advantages). You will need to use a separate piece of paper.

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

This is your opportunity to complete the script by filling in the missing pieces. Review the provided definitions, prompts, and examples as references. Consider this as a foundational framework for crafting your script. Feel free to adjust it according to your needs and have fun with the creative process.

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...

BREAD CRUMBS PROMPT ONE : I've actually

BREAD CRUMBS PROMPT TWO: Then,

BREAD CRUMBS PROMPT THREE: And then (Use a separate piece of paper)

UPSELL OR CTA PROMPT: So go ahead and

URGENCY PROMPT ONE : I can't promise you

URGENCY PROMPT TWO: But...

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