

**YOUR
TURN**

Hook. Story. Offer.

Write your own 5 minute pitch. Fill in the blanks.
When complete you will have the PERFECT base for a video,
short webinar, or advertisement for your company or service.

(Hook)

Did you know: _____
_____.

(Stay With Me)

I know it sounds crazy because: _____
_____.

But the truth is: _____
_____.

(Point & Direction)

Today I'm going to share with you 3 secrets/steps/keys/myths/pillars: _____
_____.

(Qualify Yourself)

I'm: " _____ ": and I'm: _____

_____.

**(The Big Domino)**

So what is the secret ingredient/concept/item/fact that I'm talking about?: _____
_____.

(Address Challenges/ Identify False Belief Patterns)

I know what you're probably thinking: _____
_____.

But I'm going to show you: _____

_____.

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(3 Secrets/Steps/Keys/Myths/Pillars)

So secret number one is: _____

Secret number two is: _____

And the third secret is: _____



(Lead Them)

So you might be asking: _____

I've actually: _____

(Bread Crumbs)

Benefit/Solution1: _____

Benefit/Solution2: _____

(Upsell or CTA:CALL TO ACTION):

So go ahead and _____!

(Urgency/ Scarcity)

(Close)
