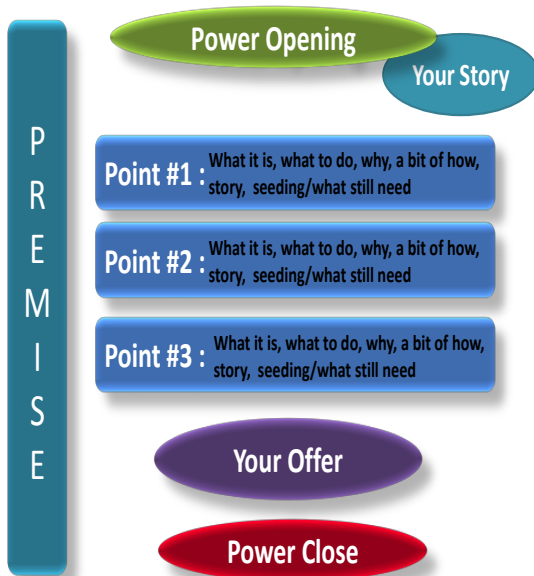


Sell from the Stage without Being Smarmy

<p>Science + Art Art _____</p> <p>Science: _____</p> <p>Everything leads to _____</p> <p><u>SELL FROM THE STAGE ROADMAP</u></p> <p>Ideal Client</p> <p>_____</p> <p>Problem</p> <p>_____</p> <p>Solution</p> <p>_____</p> <p>Your Offer</p> <p>_____</p>	<p>Price Point: Lead or Profit (<i>Callan Rush</i>)</p> <p>_____</p> <p><u>YOUR PATH TO SUCCESS</u></p> <p>Mindset: <i>Mindset → Behavior → Results</i></p> <p>_____</p> <p>Connect/Relate/Right Content</p> <p>_____</p> <p>Right Offer:</p> <p>_____</p> <p>Bonuses:</p> <p>_____</p> <p>Urgency:</p> <p>_____</p> <p>Guarantee:</p> <p>_____</p>
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STRUCTURE



Mistakes Speakers Make:

Educational program, then _____
the offer on the end.

Too much _____

TIPS:

Seeding = _____

Show them the _____ they still
have

**Make the graceful shift to your offer;
no duct tape!**

Serve with your offer!

Notes:

MAKING YOUR OFFER

Permission

Big Benefit

Benefits of Each Part

Features

Logistics

Juxtaposition- regular price, deal

Bonuses

Urgency (limiter)

Exactly what to do

Power Close

WHEN YOU CAN'T SELL



DECIDE IF THIS BUSINESS MODEL IS RIGHT FOR YOU...

Notes: