

THE SIGNATURE TALK

CLOSE & CTA

INTRODUCTION

- 1 - Hook
- 2 - Credential
- 3 - Open story
- 4 - Social Proof
- 5 - Time
- 6 - Outcome



THE ONE THING

What problem are you solving for them?



- 1 - Objections
- 2 - Close the story loop
- 3 - Highlight the hero's epiphany
- 4 - The CTA

DECONSTRUCTION

- New way of viewing the problem #1
- New way of viewing the problem #2
- New way of viewing the problem #3



RECONSTRUCTION

- Us vs. them
- New fact
- You were never told the truth

INDOCTRINATION

Teaching 1

Teaching 2

Teaching 3

