## THE SIGNATURE TALK

#### **CLOSE & CTA**

### INTRODUCTION

### THE ONE THING

1 - Hook

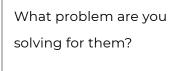
2 - Credential

3 - Open story

4 - Social Proof

5 - Time

6 - Outcome



# DECONSTRUCTION

New way of viewing the problem #1

New way of viewing the problem #2

New way of viewing the problem #3



1 - Objections

2 - Close the story loop

3 - Highlight the hero's epiphany

4 - The CTA

ECONSTRUCTIO

Us vs. them

New fact

You were never told the truth

### INDOCTRINATION

Teaching 1

Teaching 2

Teaching 3