

# The Case Study Video Builder

NAME:

DATE:

## A CLIENT ENDORSING YOU.

FRUSTRATION	<b>Person</b>   Introduce yourself and what you do	<b>Why</b>   What did you want to achieve, or what problem were you facing?	<b>Impact</b>   What would you mean for your business? And for you personally?
	<b>Framework</b>   What 3 parts of our business have made the biggest impact on you?	<b>Actions</b>   What part of each?	<b>Results</b>   What results have you achieved?
FIX	<b>Objections</b>   I almost didn't work with you because...	<b>Recommendations</b>   Who would you recommend it to, and why?	<b>Curiosity</b>   If you'd like to see if this can help you,, click the link below or go to <a href="#">SpecificURL.com</a>
	<b>Favourite</b>   My favourite part of working with you is...		
FOLLOW THROUGH			