

# The Pitchdeck Planner <sup>TM</sup>

Webinar Title: Intensive - Session 2

Offer: .....

CTA:  Purchase  Free Call  Paid Call

<b>OPENING</b>	BIG PROMISE People	YOUR NAME Help	PROMISE & PERMISSION Your time	<b>STICK</b>	STICK STRATEGY (Insert F1 Video)	QUESTION Your Pit Crew	YOUR STORY — BEFORE (Picture of Karen)	YOUR STORY — BIG PROBLEM Useful?	YOUR STORY — DISCOVERY
YOUR STORY — RESULTS	YOUR STORY — REASON FOR SHARING	QUESTION — MOST USEFUL SO FAR?	<b>STRETCH</b>	CONTENT BLOCK 1	SET THE STAGE	FUTURE PACE	DELIVER THE CONTENT	DELIVER THE CONTENT	DELIVER THE CONTENT
DELIVER THE CONTENT	PROOF HIGHLIGHT	MAKE IT PERSONAL	QUESTION	OFFER THE TRANSFORMATION	LINE IN THE SAND	RELATE TO BIG IDEA	CONTENT BLOCK 2	SET THE STAGE	FUTURE PACE
DELIVER THE CONTENT	DELIVER THE CONTENT	DELIVER THE CONTENT	DELIVER THE CONTENT	PROOF HIGHLIGHT	MAKE IT PERSONAL	QUESTION	OFFER THE TRANSFORMATION	LINE IN THE SAND	RELATE TO BIG IDEA
CONTENT BLOCK 3	SET THE STAGE	FUTURE PACE	DELIVER THE CONTENT	DELIVER THE CONTENT	DELIVER THE CONTENT	DELIVER THE CONTENT	PROOF HIGHLIGHT	MAKE IT PERSONAL	QUESTION
OFFER THE TRANSFORMATION	LINE IN THE SAND	RELATE TO BIG IDEA	<b>TRANSITION</b>	TRANSITION	IT COULD BE	LESSON 1	LESSON 2	LESSON 3	OBVIOUS QUESTION
HOW?	SLOW OR FAST	MY SOLUTION	YOUR DAMAGING ADMISSION	WHY YOU BUILT IT	DESIGNED TO GIVE YOU	<b>OFFER</b>	COMPONENT PARTS	COMPONENT PARTS	COMPONENT PARTS
COMPONENT PARTS	NORMAL PRICE	GUARANTEE	BETTER THAN GREAT DEAL	URGENCY	CALL TO ACTION	90 SECOND SUMMARY	CALL TO ACTION	<b>PARTY</b>	START THE PARTY