

The Pitchdeck Planner TM

Webinar Title: Intensive - session 3

Offer: _____

CTA: Purchase Free Call Paid Call

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|--|---|---|---|-----------------------------------|--|----------------------------|---------------------------------------|---|---|
| OPENING | BIG PROMISE Avatar | YOUR NAME \$100K | PROMISE & PERMISSION Problem to Promise (add smiley faces unhappy with a arrow to happy - scetched stlye) | STICK | STICK STRATEGY 6 Magic steps | QUESTION Problem | YOUR STORY — BEFORE Promise | YOUR STORY — BIG PROBLEM Prescription | YOUR STORY — DISCOVERY Model (use 3 circle model) |
| YOUR STORY — RESULTS Logistics | YOUR STORY — REASON FOR SHARING Price | QUESTION — MOST USEFUL SO FAR? Case Study | STRETCH | CONTENT BLOCK 1 Useful? | 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 | TRANSITION | TRANSITION | IT COULD BE | LESSON 1 | LESSON 2 | LESSON 3 | OBVIOUS QUESTION |
| HOW? | SLOW OR FAST | MY SOLUTION | YOUR DAMAGING ADMISION | WHY YOU BUILT IT | DESIGNED TO GIVE YOU | OFFER | 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 | PARTY | START THE PARTY |