

CLIENT ATTRACTION SCRIPTS

PRODUCT, SERVICE OR MASTERMIND SCRIPT

I'M LAUNCHING A _____ (PRODUCT, SERVICE OR MASTERMIND)
TO HELP _____ (IDEAL CLIENT) TO _____
(RESULT THEY DESIRE TO ACHIEVE) BY _____ (EXACT METHOD)

EXAMPLE: I'M LAUNCHING A MASTERMIND TO HELP AUTHORS WRITE AND SELL
MORE BOOKS USING HIGH IMPACT DIRECT MARKETING

YOUR SCRIPT:

MARKETING STATEMENT

I HELP _____ (MARKET/AUDIENCE)

GET _____ (DESIRE THAT THEY WANT)

WITHOUT _____ (ROADBLOCK OR CHALLENGE)

BY _____ (METHOD)

YOUR SCRIPT:

THE WHAT-YOU-DO SCRIPT

I'M A _____ (TITLE)

FOR _____ (TARGET MARKET)

WHO _____ (PAIN POINT/STRUGGLE)

I HELP THEM _____ (YOUR SOLUTION)

BY _____ (EXACT METHOD YOU USE)

SO THAT THEY CAN _____ (DESIRE/GOAL)

IN _____ (TIMEFRAME)

YOUR SCRIPT:

I HELP SCRIPT

I HELP _____ (TARGET MARKET)

GO FROM _____ (WHERE THEY ARE NOW)

TO _____ (WHERE THEY WANT TO BE)

BY _____ (EXACT METHOD YOU USE)

YOUR SCRIPT:

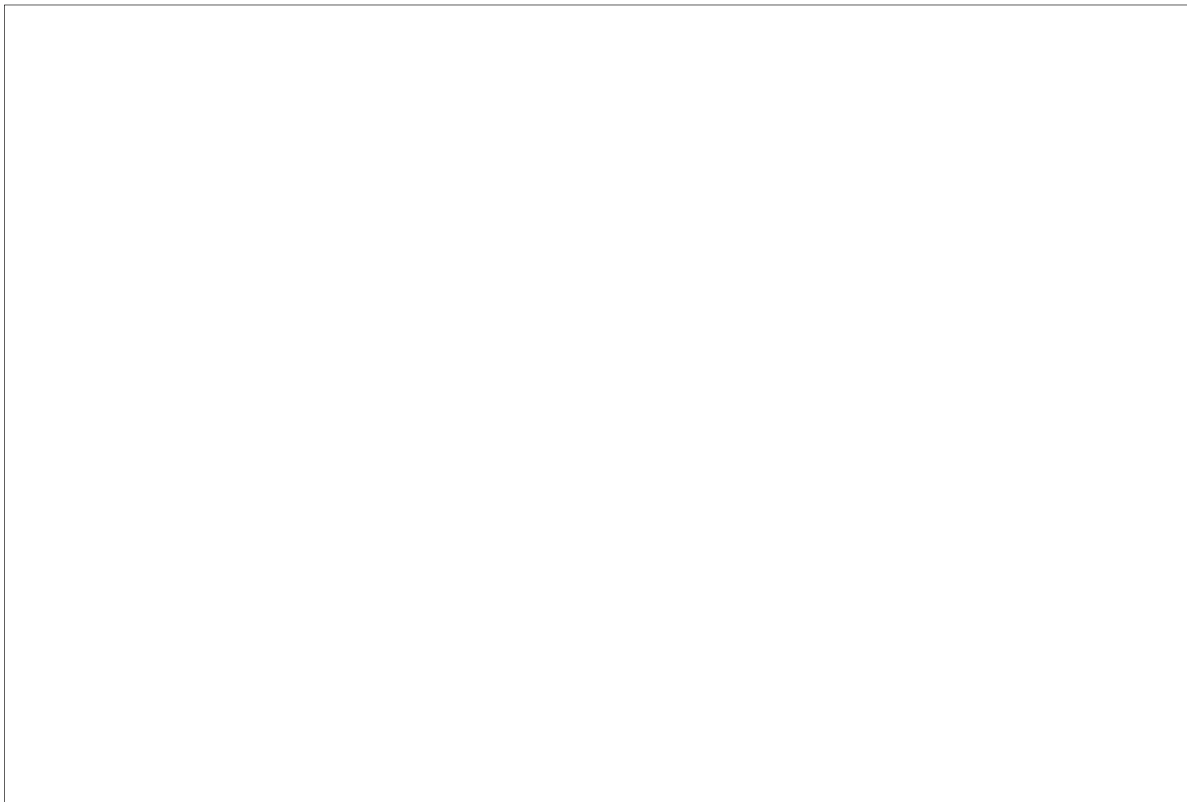
MY COMPANY SCRIPT

MY COMPANY PROVIDES _____ (SERVICE YOU OFFER)

FOR _____ (TARGET MARKET)

SO THEY CAN FINALLY _____ (RESULT THEY DESIRE)

YOUR SCRIPT:

A large, empty rectangular box with a thin black border, intended for the user to write their company script. It occupies the lower half of the page.

RELATABLE WHAT YOU DO SCRIPT

HAVE YOU EVER _____ (SOMETHING FRUSTRATING YOUR TARGET
MARKET EXPERIENCES)?

UNLIKE _____ (COMPETITOR'S BRAND/OFFER)

_____ (YOUR COMPANY)

HELPS YOU _____ (PROBLEM YOU SOLVE)

YOUR SCRIPT:

QUESTIONS FOR FURTHER CLARITY

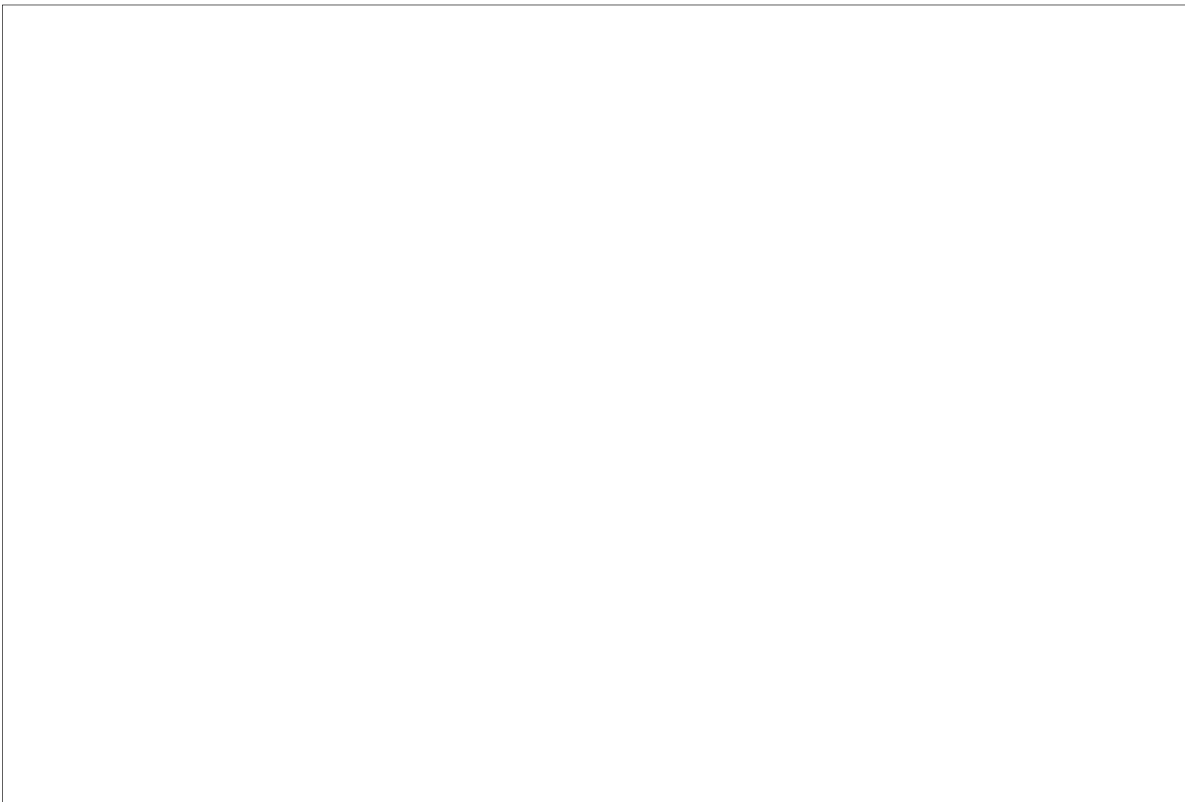
What are common struggles your ideal client faces?

What goals do they wish to accomplish?

What have they already tried that isn't working?

How can you help them achieve their goal?

NOTES:

A large, empty rectangular box with a thin black border, intended for the user to write their notes in response to the questions above.