



Video 1

OPPORTUNITY

1. HOOK



Why are some people able to **[DESIRED RESULT]** while others are **[CURRENT REALITY]**?

Why are some people **[DESIRED RESULT #2]** while others are **[CURRENT REALITY #2]**?

Why are some people **[DESIRED RESULT #3]** while others are **[CURRENT REALITY #3]**?

[CONTRAST CURRENT REALITY vs. DESIRED REALITY]

2. INTRODUCTION



Hi, my name is **[NAME]**, founder of **[NEW COURSE]** and **[PREVIOUS BIG ACCOMPLISHMENT]**. Welcome to my brand new video series entitled **[NAME OF SERIES]**.

In this first video, you're going to discover a **[FRAMEWORK/PROCESS/SYSTEM]** for creating **[DESIRED RESULT]**. This is going to immediately help you **[BENEFIT]**. Once you get this down, you'll start experiencing **[DESIRED REALITY]**.

So if you're a **[MARKET #1]**, but you aren't getting **[DESIRED RESULT]**, or you're **[MARKET #2]** that isn't **[DESIRED RESULT]**, stay with me because you're going to discover why **[WHO MARKET DESIRES TO BE]** like you and me can get **[DESIRED RESULT]** and why it's critical that you get **[WHAT THEY NEED]** handled right now.

3. SERIES OBJECTIVE



The goal of this series is simple: to help you easily **[GET DESIRED OUTCOME - ONE SPECIFIC THING]**.

Plus, I'm going to show you how to **[DESIRED OUTCOME #2 - Supports #1]** so you can **[BENEFIT]**.

The more you can **[DESIRED OUTCOME]**, the greater opportunity you'll have to experience **[DEEP BENEFIT]**.

Are you ready to make this happen?

4. WARNING



Before we dig in, I've got to warn you about something that's critically important. And not paying attention to this will virtually guarantee **[AMPLIFY FRUSTRATION][BREAK OLD BELIEF PATTERN. CHALLENGE COMMON BELIEFS. PRESENT NEW PARADIGM]**

5. CURRENT REALITY



I'm sure you'll agree, trying to do **[WHAT THEY WANT]**, isn't always as simple as people sometimes make it seem. It comes with it's challenges.

[AMPLIFY FRUSTRATIONS. SHOW EMPATHY TOWARDS "THEIR CURRENT REALITY". ENTER CONVERSATION IN THEIR MIND.]

That's why in this video I'm going to demystify the process of **[DESIRED RESULT]** which is going to save you a lot of **[TIME/MONEY/FRUSTRATION]**.

6. VIDEO #1 OBJECTIVE



In this first video, I'm going to share a **[FRAMEWORK/PROCESS/SYSTEM]** that I've developed after years of trial and error.

It's called **[NAME OF SYSTEM]**. This system will serve as a tremendous resource for you to eliminate **[MAIN FRUSTRATION]** and provide **[BENEFIT]**.

Maybe you're just thinking about getting started with **[MARKET #1 - GETTING STARTED]**. Or maybe you're **[MARKET #2 - MORE EXPERIENCED]** but you want to **[MORE OF DESIRED RESULT]**. Either way, you're in the right place because after video #1 you'll be **[BENEFIT OF VIDEO #1 CONTENT]**

7. REASON FOR SHARING



I developed this framework because I saw so many people who **[THEY IDENTIFY TO BE + DESIRED OUTCOME]** but they were getting completely sidetracked.

For example, I saw **[MARKET #1 - Beginner]** trying to **[DESIRED OUTCOME]** before they knew how to **[PART OF FRAMEWORK/PROCESS/SYSTEM]**.

Then I saw **[MARKET #2 - Advanced]** trying to **[DESIRED OUTCOME]** struggling because they didn't have **[ANOTHER PART OF FRAMEWORK/PROCESS/SYSTEM]** in place. I could go on, but I knew that people needed clarity - because in full transparency, that was my story too.

8. PERSONAL STORY



Life "Before" The Plan / Their Current Reality

Before I outline **[NAME OF FRAMEWORK]** and the specifics for each step, you might be wondering how I got into all of this and figured it out. Let me tell you so you can understand where it's coming from.

[In your story, be sure to address the top 3 objections people face. Things like "no time", "no money", "I'm not technical", "I'm not a ____".]

[Plant seeds of "investing in myself and/or my business" as a way of learning and making progress fast]

[Create connection with their current reality through your story]

9. DESIRED REALITY



(Life "After" The Plan / Their Desired Reality)

Once I got past **[MAIN OBJECTIONS]**, I started seeing massive growth.

I'm now **[WHAT THEY WANT]** - **[Create AUTHORITY with your current results]** - **[Outline what these results REALLY mean. How is your life different now vs. before?]**

10. MY PLAN



But this story doesn't stop with me.

Everything I am about to share with you is the exact plan I followed to get **[DESIRED RESULT]**. And it's the plan that led me to experience **[BENEFIT OF DESIRED RESULT]**. More importantly, this means I'm **[DEEP BENEFIT]**.

And that's what I want for you. You wouldn't be watching this if you weren't **[AUDIENCE IDENTIFIER]**. That's why I want to make things easy for you.

11. CONTENT PIECE #1



Your Framework / Process / SystemThe purpose of **[NAME OF PROCESS]** is to help you quickly overcome **[MAIN FRUSTRATION]** so that you can experience **[DESIRED RESULT]**.

To get started, I created a simple PDF to help you keep notes and to provide even more value from this training. You'll see the download link on this page. Hit pause on the video now and once you've downloaded it and you're ready, let's continue.

So as we go through each part of the **[FRAMEWORK / PROCESS / SYSTEM]**, I want you to identify obvious areas of opportunity for your current situation.

You ready?

Let's get started.

[DELIVER CONTENT and TEACH]

12. TRANSITION + NEW PROBLEM



Now that you're clear about **[PROMISE OF VIDEO #1]**, the BIG question is, how do you **[NEW PROBLEM]**?

Hands down, this is the most important key to anyone's growth as a **[MARKET]**. If you can't **[FOCUS OF VIDEO #2]**, then you'll continue to experience **[NEW PROBLEM]**.

[AMPLIFY NEW PROBLEM. CREATE DESIRE FOR THE SOLUTION]

So how do you solve **[NEW PROBLEM]**? That's what I'm going to show you in Video #2.

13. VIDEO #2 PROMOTION



In the next video I'm going to show you **[HOW TO SOLVE PROBLEM #2]**.

If you're **[MARKET #1 - Beginner]**, this will serve as the foundation for **[DESIRED RESULT]**. If you're **[MARKET #2]**, then you'll be able to quickly put this into practise to get **[DESIRED RESULT #2]**.

I'm also going to introduce you to **[CASE STUDIES / EXAMPLES]** and provide you a **[CHECKLIST / TEMPLATE / BLUEPRINT]** that you can download and use as an ongoing reference and tool.

Solving **[PROBLEM #2]** is easy and I'll show you how in Video #2

14. SHARE + COMMENT



Before we go today, I want you to leave a comment right below this video and tell me **[SOMETHING SPECIFIC ABOUT VIDEO #1 CONTENT]**.

I'd also love to know a little more about you. Tell me about **[SOMETHING SPECIFIC REGARDING THEIR CURRENT REALITY]** and what does that look like for you?

How will life be different when you **[GET DESIRED RESULT]**?

Leave a comment below. I'm going to read every one and I'll respond to as many as I can. And if you found this video useful, please share it on Facebook, Twitter or even by sending a friend the URL to this page.

15. INSPIRATIONAL CLOSE



[INSPIRE THEM - Show them what's possible and help them see how applying Video #1's content has got them one step closer to their DESIRED RESULT]

Next up, we'll talk about **[PROBLEM #2]** by following a simple process for **[SOLUTION]** so that you can experience **[BENEFIT OF SOLUTION]**.

I can't wait to see you in the next video.



Video 2

TRANSFORMATION

1. INTRODUCTION



Hello, it's **[NAME]** again, founder of **[NEW COURSE]** and **[PREVIOUS BIG ACCOMPLISHMENT]**. Welcome to video #2 of my brand new video series entitled **[NAME OF SERIES]**.

2. VIDEO #2 HOOK



Now in this video, I'm going to teach you **[DESIRED RESULT - EXTERNAL NEED]**. But more importantly, I'm also going to show you how that will help you **[DESIRED RESULT - INTERNAL NEED]**.

So if you're a **[MARKET #1 - GETTING STARTED]**, but you aren't getting **[DESIRED RESULT]**, or you're **[MARKET #2 - MORE EXPERIENCED]** that isn't getting **[DESIRED RESULT]**, you'll discover why **[WHO MARKET DESIRES TO BE]** like you and me can get **[DESIRED RESULT]** and why it's critical that you focus on this right now.

3. RECAP VIDEO #1



In video #1, we talked about a **[FRAMEWORK/PROCESS/SYSTEM]** for creating **[DESIRED RESULT]**. I shared how this is going to immediately help you **[BENEFIT]**. So if you haven't seen that video, go back and watch it now and then come back to this one.

4. VIDEO #2 PROMISE



Today I'm going to build on what we discussed by sharing the #1 thing you must master if you want to **[DESIRED RESULT]**. This is an entirely new way of thinking about **[SUBJECT]** so pay close attention.

I'm also going to share **[ANOTHER CONTENT PIECE]**. When you know how to do this, you'll never have to worry about **[MAIN FRUSTRATION]**. The goal is to break you free of **[MAIN FRUSTRATION]** and get you on track towards **[DESIRED RESULT]** so that you can experience **[DEEP BENEFIT]**.

We have a lot to cover today so be sure you have some paper and a pen ready to take notes and follow along.

5. CURRENT REALITY + DESIRED FUTURE



Anytime you're trying to **[GET RESULT]**, it's inevitable you'll hit roadblocks. Perhaps you've experienced them before.

Things like:

- **[OBSTACLE #1]**
- **[OBSTACLE #2]**
- **[OBSTACLE #3]**

Here's what I know to be true. If you've ever faced these before, you're totally normal.

But if you allow these to become your everyday truth, you'll never achieve **[DESIRED RESULT]**

Plus...

[AMPLIFY FRUSTRATIONS. SHOW EMPATHY TOWARDS "THEIR CURRENT REALITY". ENTER CONVERSATION IN THEIR MIND.]

That's why in this video I'm going to take the process of **[DESIRED RESULT]** and brake it down. We are going to get very practical **[DESIRED RESULT]** which is going to save you a lot of [TIME/MONEY/FRUSTRATION

6. WARNING



However, before we go any further, it's important I bring to your attention something that often gets overlooked as you begin to think about this on a practical basis. And not paying attention to this will virtually guarantee **[AMPLIFY FRUSTRATION]**.

[BREAK OLD BELIEF PATTERN. CHALLENGE COMMON BELIEFS. PRESENT NEW PARADIGM]

7. CONTENT



So let's get into the meat and potatoes of today's video starting with... **[MAKE IT PRACTICAL. CREATE THE FEELING OF "I CAN DO THIS"]**

- Objection #1
- Objection #2
- Objection #3
- Seed product
- Personal stories (include empathy and authority)

8. RECAP VIDEO #2



Let's do a quick review of what we learned today. First we learned a whole new way to think about **[SUBJECT]**. Apply this to what you're doing now and you'll begin to see an immediate shift towards **[DESIRED RESULT]**. Plus, you learned about **[CONTENT TAKEAWAY]** which will help you **[DESIRED RESULT]**.

It's been a jammed packed video so make sure you review your notes and take action immediately.

9. SHARE + COMMENT



Speaking of taking action, before we go today, I want you to leave a comment right below this video and tell me **[SOMETHING SPECIFIC ABOUT VIDEO #2 CONTENT]**. After you apply this, how will life be different one year from now?

Get clear about the result and the impact it will have on your life, the lives of your family and those around you.

So let me know by leaving a comment below. And if you found this video useful, please share it on Facebook, Twitter or even by sending a friend the URL to this page.

10. VIDEO #3 PROMOTION



In the next video I'm going to show you **[HOW TO SOLVE PROBLEM #3]**.

If you're **[MARKET #1 - Beginner]**, this will give you the exact track to run on to get to **[DESIRED RESULT]**. If you're **[MARKET #2]**, then you're going to discuss specific steps you can take right now to amplify all the good you have and identify the few things that are likely holding you back from getting **[DESIRED RESULT #2]**

Speaking of getting **[DESIRED RESULT]**, we've been hearing from a number of people who have had questions about **[COURSE NAME]** and I would love to see you in there. In the next video we'll talk more about the program and how you can enrol in the next video.

The way it works is that I open the full class up to the general public on a very limited basis. We do this so we can run it similar to a college class enabling us to go through it together. So I open up registration for a few days and then we'll close it down to create the space to deliver the material to the new class.

That's why the next video is going to be all about moving forward. So if you're interested in moving forward and you want more details about the program, I'm going to be laying it all out in that next video.

But for now, I want to leave you with this...

11. INSPIRATIONAL CLOSE



[INSPIRE THEM - Show them what's possible and help them see how applying Video #2's content has got them one step closer to their DESIRED RESULT]

Next up, we'll talk about how to take the next step toward **[DESIRED RESULT]**. I'm excited for you and can't wait to see you in the next video.



Video 3

**OWNERSHIP
EXPERIENCE
& SALES VIDEO**

1. INTRODUCTION



Hello, it's **[NAME]**, founder of **[NEW COURSE]** and in this video I'm going to share everything you need to know about our program and how it could help you **[DESIRED RESULT]**

2. CURRENT REALITY + STRUGGLE



But first, let me ask you something important.

Are you happy with **[CURRENT REALITY]**? Are you satisfied with **[CURRENT REALITY]**? Making change, no matter how big or small, is never easy.

It's challenging to deal with **[EXTERNAL CHALLENGES]**.

But worse, are the negative thoughts and doubts that begin creeping in. And if you've ever heard yourself saying **[INTERNAL CHALLENGES]**, it's ok. That's totally normal.

[DESCRIBE CHALLENGES IN DETAIL. SHOW EMPATHY TOWARDS "THEIR CURRENT REALITY". ENTER CONVERSATION IN THEIR MIND.]

With all that being said, I've got good news. You can change your situation. You are in complete control of **[DESIRED RESULT]**

3. OPPORTUNITY



Let's look at the facts.

Every year, there are people just like you getting **[DESIRED RESULT]**. In fact, there are more people today accomplishing **[DESIRED RESULT]** than ever before. With the amount of information, tools and resources, it's never been easier.

I didn't say it was easy. I said it's never been easier.

But that's why now is such a great time to be thinking about and committing to **[DESIRED RESULT]**.

Imagine how it will feel to finally know that you're **[BENEFIT OF DESIRED RESULT]**.

Imagine having the know-how to **[BENEFIT OF DESIRED RESULT]**.

Imagine being connected to others who are on the same joinery as you... all committed to achieving **[DESIRED RESULT]**.

This is the opportunity that we have today as **[MARKET]** leaders and it's the reason that I am so passionate about this work. This is the reason why I created **[PRODUCT NAME]**.

4. TRANSITION TO SOLUTION + PROCESS



So if you're a **[MARKET #1]**, but you aren't getting **[DESIRED RESULT]**, or you're **[MARKET #2]** that isn't **[DESIRED RESULT]**, or you just aren't sure where to get started with **[SUBJECT]**, **[COURSE NAME]** can help.

5. WHAT IS YOUR COURSE?



What exactly is **[COURSE NAME]**?

[COURSE NAME] is the world's best online program for **[MARKET]**. It's an **[# of WEEKS]** training program that teaches **[SUBJECT]** to people who want more **[DESIRED RESULT]**.

The course focuses on:

[LIST and/or OUTLINE COURSE CURRICULUM]

6. WHO IS **[COURSE]** FOR?



Who is **[COURSE NAME]** for? Our grads range from **[MARKET #1 - Beginner]** to **[MARKET #2 - Advanced]**. So if you're an aspiring **[LIST POSSIBLE MARKET TYPES]**, **[COURSE]** is for you.

7. WHO IS **[COURSE]** NOT FOR?



Who is **[COURSE NAME]** not for?

It's not for anyone who just wants to "kind of " check things out. You can't "kind of " get **[DESIRED RESULT]**. Getting these types of results takes a commitment to succeed. Would you want to fly with a pilot who "kind of " knew how to fly? Or would you rather have a pilot who committed to mastering the skills necessary to fly. It sounds like a silly example, but it's a perfect analogy.

[COURSE NAME] is for people who are committed to getting **[DESIRED RESULT]**

If the commitment isn't there, then this is not the right program for you and I ask that you please do not sign up. It's also not for **[NEGATIVE CHARACTERISTICS OF BAD CLIENT]**. Our goal is to only work with people who are **[IDEAL CHARACTERISTICS OF PERFECT CLIENT]**

8. HOW DOES THE PROGRAM WORK?



All course materials, downloads and instruction is provided in a members only website. You'll be able to follow along and learn at your own pace after each module is released.

Each lesson is delivered in **[VIDEO/AUDIO/TEXT]** which means you can **[BENEFIT OF FORMAT]**.

[INSERT ANY COPY ABOUT ANY COMMUNITY COMPONENTS THAT MIGHT BE INCLUDED]

9. BONUSES



Is there anything else I should know?

Yes there is. I want you to have everything you need to succeed which is why you are getting even more than the core curriculum. I'm also including some additional foundational and advanced bonus trainings.

The first one is called **[BONUS #1 NAME]**. If you are struggling with **[TOPIC OF BONUS #1]** and you're **[DESCRIBE STRUGGLE]**, this bonus will give you a process for finding clarity so you can finally **[GET DESIRED RESULT]**. You will get access to this program as soon as you complete your registration.

Next, you're going to get **[BONUS #2]**. Have you ever wondered how **[TOPIC OF BONUS #2]**? In this bonus training, I will show you step-by-step how it's done.

After this, you'll be immediately getting **[DESIRED RESULT of BONUS #2]**. This program will also be available to you once you complete your registration.

Finally, you're also going to get **[BONUS #3]**. Are you **[STRUGGLE OF BONUS #3]**? In this advanced training you are going to learn how to **[PROMISE OF BONUS #3]** so that **[BENEFIT OF BONUS #3]**. All three of these bonuses will be immediately available to you inside the members area.

10. HOW MUCH TIME WILL IT TAKE?



Time is the most valuable resource we have. So I can understand why you might be wondering if you have enough time to fully participate in **[COURSE NAME]** and get everything you possibly can out of it.

The good news, once you register, the course is available 24/7 after each module is released. So you're able to learn when it's most convenient for you. That means if something comes up and you miss a few days or even a couple of weeks, it's not a problem. You just pick up where you left off.

As far as the actual time it will take you to go through the course materials, that really depends on you. How quickly you learn will vary from person to person. But in general, we see our members progressing through each module in roughly **[TIME - Ex. 2-3 HOURS PER WEEK]**. The key however is that you intentionally schedule and time on your calendar and dedicate this time specifically for your **[SUBJECT]** growth.

11. GUARANTEE



Speaking of being intentional, I've intentionally included a 100% money back guarantee. This program has worked for hundreds **[THOUSANDS?]** of people and I know it will work for you too. But I also know that there are far too many "too good to be true", fly by night promotions online which can cloud your commitment to a program like this.

That's why I invite you to test drive the program 100% risk free. If you give it a genuine go and you don't feel like I delivered on my promise, ask for a refund.

12. PRICE



The investment for **[COURSE NAME]** is **[PRICE]**. You can either pay in full or take advantage of our payment plan.

As you consider joining us, I want you to think about **[COMPARE OTHER MORE EXPENSIVE ALTERNATIVES FOR YOUR MARKET]**.

Finally, what would be different in your life six months from now if you decide not to commit to **[DESIRED RESULT]**? Probably nothing right?

To make the progress you want in your life, you've got to break your old habits. The way you're going to do that is by investing in this program. I am going to walk you through, step-by-step, the process of getting **[DESIRED RESULT]**. If you follow what I'm going to show you, you will make progress - and that's why I guarantee it.

13. REASON TO BUY NOW



The registration period will be closing **[DATE OF CART CLOSE]**. We do this so that we can cater to all the new students coming through.

It's similar to a college class. Once the registration period is complete, then everyone can begin the class together and I can make myself available to support you. If it was open all the time, it would get very confusing and complicated trying to support people who were going through different parts of the program.

So the deadline to register is **[DATE OF CART CLOSE]**

14. CURRENT REALITY



As you look to make a decision, just know this...

If you are feeling overwhelmed with **[CURRENT REALITY]**...

or you are struggling to **[CURRENT REALITY]**.

It's ok. This is normal.

The challenging part for most of us is that we try to manage all of this in addition to all the other responsibilities we have in our lives.

Life is an ongoing competition for your time and attention - and a competition that you rarely win.

But it doesn't have to be that way.

15. DESIRED REALITY



Ask yourself this...What is important in your life right now?

What do you want to achieve in the months ahead?

What goals do you have related to **[DESIRED RESULT]** that keep getting pushed to the back burner?

You have an opportunity to do something about that right now. Today.

[INSPIRE THEM - Show them what's possible and help them see what their life could be like after experiencing the transformation your program promises.]

16. CALL TO ACTION



[COURSE NAME] is a program that I know can transform your **[OUTCOME]**. So, if this video series resonates with you, then I invite you to say "yes". Yes to **[DESIRED RESULT]**. Yes to **[MORE DESIRED RESULT]**. Yes to **[BENEFIT OF DESIRED RESULT]**.

Let this be the beginning of your **[DESIRED OUTCOME]** journey.

I look forward to being your guide along the way. Click the button below and register now. I'll see you inside the program.