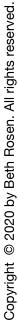
CHALLENGE VIDEO EXTRACTION TOOL Getting Clarity and Focus

Use this tool to get clarity on the main selling points of your challenge. This is a building block as the answers will form the basis of your script outline for your video teaser in the next tool. Use the Funnel Scripts tool to come up with the best copy for your challenge title and description. Include that below wherever there is a prompt. If you haven't signed up for Funnel Scripts, a free service, then sign up here now and fill out the forms to generate the best copy for your course: https://scripts.mastermind.com/get-the-scripts. Make sure you save your results.

What is the Title of Your Challenge
Using Funnel Scripts, pick a title that results in optimal SEO (search engine optimization) and conversion into sales.
What is Your Challenge About?
Who is Your Ideal Client? Who needs your Challenge?
What are they struggling with?













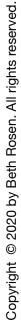
How much is your Challenge worth?
Is your Challenge Free?Yes or No
If Yes, How much are you offering your Backstage Zoom VIP Access Pass for?
If No, How much are you offering the Challenge for?
Is it a limited offer (i.e. does time run out for this price (free, amount, VIP access amount) at some poin and if so, when)?
When does your Challenge start?
Which category does your Challenge fall within (and you could have a combination of these)? Do it Yourself (DIY) Done For You (DFY)
Do it With You (DWY) This includes handholding through the process)
Combination of
What is the Transformation your Challenge will bring them if they participate?
What is Your Irresistible Offer/Rewards/Prizes Offered to Entice Them to Participate in the Challenge? • Include Bonuses/Rewards/Prizes which overdeliver and give so much added value related to this
that they would be crazy not to attend and participate. Number the Bonuses/Prizes/Rewards (1, 2, 3 4, etc.). Examples include: Expert Panel of Guest Speakers, T-shirts, Computers, iPads, iPhones, Accessories, Memberships, Paid Course or Consult, etc.

How do your bonuses/rewards/prizes relate to your offer and how do they serve your ideal client's needs?
Do any of the bonuses/rewards/prizes give them an advantage over their competition? How?
Does it enable them to go faster, save money, generate more sales, capabilities or benefits?
What course/mastermind/service/produce will you offer as a back-end to the challenge?
Will you have any expert guests and if so, how many and what will they teach?
Where is your Challenge (Virtual Online, Facebook, Zoom, In Person, Location)
What is your call to action (i.e. sign up, register, click a link, join, buy now, add to cart, etc.)

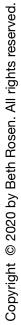


Copy and paste the sales copy from Funnels Script on the next 2 pages and then on the 3rd page, revise and edit the cut and paste so you feel good about it and it addresses your ideal customer's needs. You can access this free service here: https://scripts.mastermind.com/get-the-scripts.

Cut and Paste:



Cut and Paste:



Cut and Paste:





Write the new copy for your sales pitch here, polishing it and editing to include the optimum keywords and conversion words from Funnel Scripts, and any other points that you want to make. This may be part of your video script and yourad copy for your course or mastermind.



