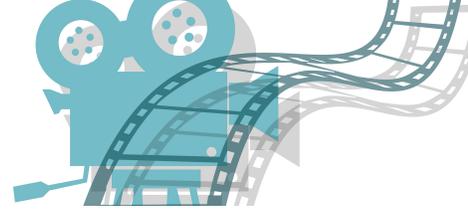


SCRIPT STORY EXTRACTION TOOL

Getting Clarity and Focus



Use this tool to get clarity on the main selling points of your course or mastermind. 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 course 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 Course or Mastermind?

Using Funnel Scripts, pick a title that results in optimal SEO (search engine optimization) and conversion into sales.

What is Your Course or Mastermind about?

Who is Your Ideal Client? Who needs your course or mastermind?

What are they struggling with?

What problem does your Mastermind or Class solve for your ideal client?

How does it solve that problem?

What are the elements of your course or mastermind (what are the highlights of what they will learn)?

What secrets do you reveal in your course or mastermind?

Total number of secrets revealed in your course or mastermind

What benefits or capabilities will they get from taking your course or mastermind?

Total number of benefits they could hope to receive from taking your course or mastermind

Do you have a step by step process? _____ Yes or _____ No

If yes, how many steps? _____

If yes, list the steps here and number them:



Why are you the person to teach it to them? Include why you stand out from your competition (be brief).

List certifications, degrees, credentials, expertise, awards, accomplishments, books, speaking engagements, media appearances, guest appearances, featured in media print or press, etc. that sets you apart from others (be brief).

What is the story or magical tidbit from your life that will (1) give them proof of the power of your course and capabilities and (2) appeal to their desire/passion/wants/needs.

Where will they be if they don't take your course or mastermind? Fear of Being Left Behind?

Where can they hope to be after they take your course or mastermind?

In 1-2 sentences, how does your course Bridge that gap?

How much is your course worth? _____

How much are you offering it for? _____

Is it a limited offer (i.e. does time run out for this price at some point and if so, when)?

When does your class or mastermind start?

Which category does your course or mastermind fall within (and you could have a combination of these)?

_____ Do it Yourself (DIY)

_____ Do it With You (DWY) This includes handholding through the process)

_____ Done For You (DFY)

_____ Combination of _____

What is Your Irresistible Offer?

- Include Bonuses which overdeliver and give so much added value related to this that they would be crazy not to buy. Number the Bonuses (1, 2, 3, 4, etc.).
- Examples include: Membership to an Inner Circle with Live Tutorials, Lead sheets, an extra course(s), e-books, weekly lives with ongoing support and lessons, etc., products, services, etc. Bonuses can also come from other people. That is a great way to list build with colleagues.

How do your bonuses relate to your offer and how do they serve your ideal client's needs?

Do any of the bonuses give them an advantage over their competition?

Does it enable them to go faster?

Does it enable them to save money?

Does it enable them to generate more sales?

Does it enable them to generate more leads?

Does it give them more capabilities or benefits?

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 you ad copy for your course or mastermind.