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# STAND OUT FROM THE CROWD CHALLENGE

**5 Secrets 5 Days** 



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**SECRET**



# **You Must Appeal to Their Pain and Pleasure**



**SIGNATURE BETH  
PRODUCTIONS**

# STAND OUT FROM THE CROWD CHALLENGE

What is your client's pain?

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What are they struggling with?

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What is the pleasure they are seeking?

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How does your offering take them from pain to pleasure?

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Do I know how to do this in a video?: Yes: \_\_\_\_\_. No: \_\_\_\_\_.

If no, what level capability do I need? (i.e. How to craft a video script, How to craft a visual story to take them from zero to hero, how to be confident on camera, how to create compelling titles, how to professionally polish what I have, how to create an irresistible offer, how to convert into sales).

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