

## 1 Page Blueprint

samcart

Headline	6%
Lead	13%
Story	20%
Pitch	20%
Evidence	13%
Offer	13%
Close	20%

### 1 Page Blueprint

One page is all you need to convince people to buy whatever you're selling. Your page should include each of the seven items below in the order listed.

#### The Headline

Create curiosity by using one of these tactics in your headline.

make a bold promise | make an outrageous claim | ask a question

#### The Lead

Set the stage for your potential buyer with ideas like this.

present a scenario | start a story | ask a few questions

#### The Story

Pinpoint the problem by telling a story they will love.

tell your story | tell their story | tell a customer's story

# THE PITCH:

# Introduce Your Offer

# The Pitch



**Share the solution** to their problem to win them over.

*introduce your product*

*then explain all the benefits*



STUDY:

# 10 Step Hitting System



Not all players get the opportunity to become the player they really can be. And that breaks my heart.

So when my playing career came to an end...I made a promise to myself: that I would do whatever I could to help out younger players...and the parents and coaches that support them... become the best player they can be.

So I started breaking down the “system” I used to become one of the most elite hitters in the country at the high school...and then college level.

And today, I’m excited to announce that the “system” is ready for release. Introducing...“The 10 Step Hitting System.”

## **10 Step** Hitting System

Fundamentally Sound, Athletically Strong, Mentally Dominant



Finally, I have put back together the system I created in 2008, and decided to let some of you younger ballplayers benefit from all the research I did 2 years ago.

STUDY:

# 10 Step Hitting System

- ✓ Introducing The Solution
- ✓ “What Am I Buying?”

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# 10 Step Hitting System

Fundamentally Sound, Athletically Strong, Mentally Dominant



# Why Call It The “10 Step Hitting System”?



QUESTION:

# What's More Appealing?

Buy My Mattress!



Buy 'The Casper'!



# Buy Tickets!



# Join The Diamond Membership!





Case Study:

# Orioles Getting Their 1-Page On

Diamond Membership Level



Black Membership Level



Orange Membership Level





# Case Study:

# Orioles Getting Their 1-Page On

### 1. CHOOSE YOUR LEVEL

<b>DIAMOND</b> LEVEL	<b>BLACK</b> LEVEL	<b>ORANGE</b> LEVEL
81 GAMES	29 GAMES	13 GAMES

**\$**

ALWAYS PAY THE LOWEST AVAILABLE PRICE, SAVING AN AVERAGE OF 15% OFF INDIVIDUAL TICKET PRICES

### 2. USE YOUR BENEFITS

 MEMBERS-ONLY CONCESSIONS DISCOUNT	 MEMBERS-ONLY MERCHANDISE DISCOUNT	 MEMBERS-ONLY ENTRANCE
 EARLY ADMISSION	 FLEXIBLE EXCHANGE POLICY	<b>AND MORE!</b>

### 3. PERSONALIZE YOUR REWARDS

MEMBERS RECEIVE POINTS BASED ON MEMBERSHIP LEVEL, WHICH CAN BE REDEEMED FOR EXCLUSIVE MEMBERS-ONLY EXPERIENCES AND GIFTS.

 TRAVEL WITH THE TEAM TO DC ..... 1000 POINTS	BRUNCH WITH BROOKS OR EDDIE ..... 700 POINTS	CUSTOM ORIOLES JERSEY ..... 500 POINTS
TAKE BATTING PRACTICE ..... 200 POINTS	CATCH ON THE FIELD ..... 200 POINTS	PREGAME ON-FIELD ACCESS ..... 75 POINTS

**AND MORE!**



Case Study:

# Orioles Getting Their 1-Page On

## Members-Only Benefits



**Significant Ticket Savings**

Always pay the lowest



**NEW - Members-Only  
Concessions Discount**



**NEW - Members-Only  
Merchandise Discount**



**NEW - Birdland Rewards**

Orange Level members will



**Opening Day Tickets**

As an Orange Level plan



**MLB's Most Flexible  
Exchange Policy**



Case Study:

# Orioles Getting Their 1-Page On

## Members-Only Benefits



**Parking**

Members have the option to



**Members-Only Entrance**

Skip the line and enter Oriole



**NEW - Early Admission**

Now in 2019, for Friday and



**Additional Tickets at  
Discounted Member Price**



**Postseason Priority**

Members will have the first



**Replay Dates**

Unused member tickets can



Case Study:

# Orioles Getting Their 1-Page On

## Members-Only Benefits



**NEW - Members-Only Theme  
Night Presale**

MEMBERS WILL HAVE THE OPTION TO



**Ability to Purchase Giveaway  
Item Package**

SKIP THE LINE AND CHECK OUT THE



**10% Discount on Oriole Bird  
Appearances**

MEMBERS WILL GET 10% OFF ON



**10% Discount on Individual  
Game Suites**



**Minor League Affiliates  
Special Ticket Offers**

MEMBERS WILL HAVE THE FIRST



**Free Ballpark Tours**

MEMBERS WILL HAVE THE FIRST



Case Study:

# Orioles Getting Their 1-Page On

## Members-Only Benefits



Complimentary Spring  
Training Tickets



Dedicated Service Team  
Need help with your account?



NEW - Membership Lanyard  
and Credential



Complimentary Fanfest  
Tickets



Dedicated Express Ticket  
Windows



Priority Access to Kids Run  
the Bases

# Buy My Baseball Training Videos!



# Buy The 10 Step Hitting System!



When You Give Your Offer A Name, It Becomes  
**Greater Than The Sum Of It's Parts...**



# “Don’t Sell The Generic”



BAD GENERIC HEADLINE:

## “Buy our burgers.”

# “Don’t Sell The Generic”

If you want a burger, you can go anywhere...



# **“Don’t Sell The Generic”**

But that’s what we do! We sell the generic...

- ✓ **Buy My Facebook Ads Service**
- ✓ **Buy My Computer Bag**
- ✓ **Buy My Parenting Ebook**

# **“Don’t Sell The Generic”**

## **Services**

**“Buy My Facebook  
Ads Service”**

**“Join My Facebook  
Ads Academy  
Program”**

# **“Don’t Sell The Generic”**

## **Physical Products**

**“Buy My Laptop  
Bag”**

**“Purchase The  
*Safe-Lock* Travel Bag”**

# **“Don’t Sell The Generic”**

## **Digital**



**“Buy My  
Parenting  
Ebook”**

**“Grab Your Copy Of  
*‘Will I Ever Sleep Again?’*”**

STUDY:

# 10 Step Hitting System

## 10 Step Hitting System

Fundamentally Sound, Athletically Strong, Mentally Dominant



# How to Get Into Ketosis Faster and Stay There Longer, Period.

I had spent years searching for a solution to help patients perfect their diet & exercise routines, unlock their true potential, and avoid getting discouraged when they go off track.

Once I finally found something that actually worked, I had to share it with all of my patients. And today, it's ready for you to take advantage of as well with a **5-Day Experience Pack!**

It's called **KETO//OS MAX.**

Armed with this amazing supplement, you will have the ability to get your body into a state of Ketosis and start burning fat in **UNDER AN HOUR GUARANTEED.**

Because this supplement was designed with you in mind, you will be itching to get into your diet & exercise routine with a brand new competitive edge that will leave your everyone wondering how you got such amazing results!

PHYSICAL:  
**Fitness**  
**Supplement**



## Bestseller Launch Blueprint

Get the exact 6-step system I use to launch books to bestseller.

**\$27.00**

It turns out  
**there are only 6 crucial keys**  
to launching a bestseller.

If you've heard of the 80/20 principle, these are the 20% of activities that yield 80% of results.

I've put them all in this blueprint for you, so you can skip right to the good stuff and start selling your book.

DIGITAL:  
**Author**  
**Training Guide**

# THE PITCH:

# Introduce Your Offer

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**The Story**

Pinpoint the problem by telling a story they will love.

tell your story | tell their story | tell a customer's story

- ✓ You Can Finally [Big Benefit]...
- ✓ I've Put Together Something Special...
- ✓ It's Called [Name Of Your Offer]!