



The 1-Page Funnel

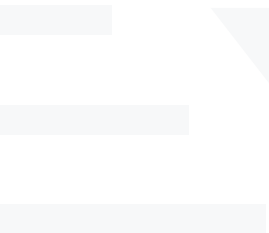
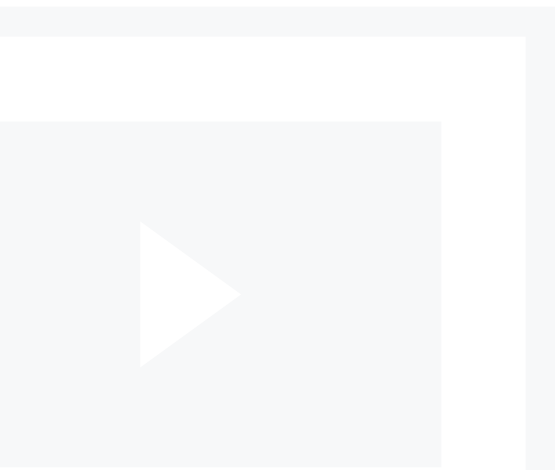
Worksheets





Worksheet

Headlines That Excite



Headlines That Excite

Instantly identify with your perfect customer. Stand out from the competition. Excite visitors by sticking to benefits they care about.

Great Headlines Do 3 Things...

- 1 Identify your
- 2 Set you
- 3 Talk about

Words To Live By...

Don't sell the

.....

What unique SPIN can you put on your product?

.....

.....

List 10 Features of your product.

.....

Try It: Now turn those features into BENEFITS!

Ex. All Wheel Drive → All Wheel Drive so your adventure keeps going long after your buddies have to turn back.

Benefits vs. Features

Features your offer.

Benefits your offer.

Ninja Trick #1:

Use the phrase “ ”
to uncover the benefits your audience will love.

Ninja Trick #2:

Great site to find awesome headlines: kickstarter.com

Perfect Headline Formulas

Formula 1:

How to Finally
Without Having To

Formula 2:

..... Tips to the perfect In Just Minutes

Formula 3:

Finally, A That
In Without Guaranteed!

Your Turn: Write 3 Headlines For Your Product!

Let's put this into action. Come up with 3 headlines for your product now. Use our formulas, or write your own headlines from scratch.

Try It: Headline #1

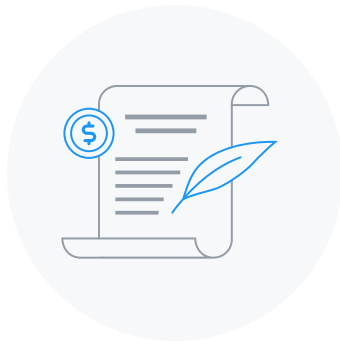
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Try It: Headline #2



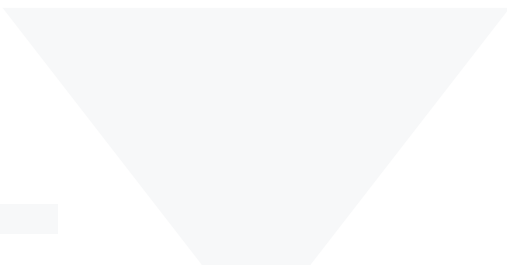
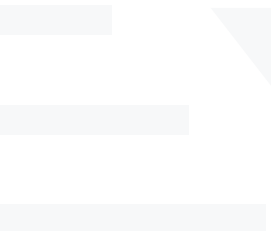
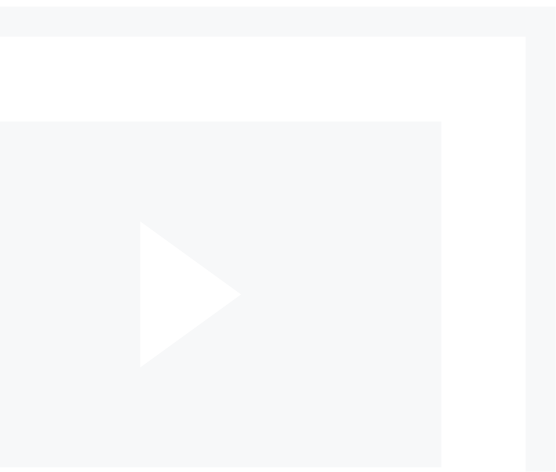
Try It: Headline #2





Worksheet

Story Selling



Worksheet

Story Selling

Want to stand out from your competition? Use stories to sell your products! They are incredibly easy to write, and are the sales shortcut you need to overcome big objections, and start selling immediately.

Why do stories help you sell?

1 People stories.

2 People stories.

Why do stories help you sell?

1 Demolishes

2 Sells

3 Makes your

What is your perfect customer's desired end goal?

Don't be afraid to go into detail here! This is the time to dig deep, and talk about what emotions people will feel, what worries will drift away, and what new experiences they will have.

List 3 Big Objections your perfect customer is fighting in their head.

Outline your own Hero Story below.

Who or what is your Hero?

What Obstacle is in the way?

What event caused the Breakthrough?

Describe the Ever After!

EXAMPLE: Here is my TrainBaseball Hero Story...

Who or what is your Hero?

Brian was an undersized baseball player trying to become the top players in the country.

What Obstacle is in the way?

I was always told I was too small, and I could not afford expensive personal coaching to help me become a great player.

What event caused the Breakthrough?

I created a series of customized hitting drills that help me break out of my worst slumps, and keep my swing sharp all season.

Describe the Ever After!

My confidence on the field lead to my best season ever, and was unanimously voted College All-American!

Story-Telling Formulas

The Hero Formula:

Introduce your hero.

That hero runs into an Obstacle.

After struggling, the hero finally has The Breakthrough.

Which brings them to the Ever After.

The 3rd Party Formula:

Meet Who just couldn't

Until one day they

And finally

The Pixar Formula:

Once upon a time there was

Every day,

Until one day

Because of that,

Because of *that*,

Until finally

Storytelling Benefits

Ninja Trick #1:

When you tell stories, you automatically focus on,
without even trying!

Ninja Trick #2:

Features your offer.

Benefits your offer.

Study: Steve & Kate's Camp

As the kids tell their stories from camp, what are the emotions they share?

When you tell stories, you automatically focus on,
.....,,

Study: Subaru

Instead of describing the car's features, Subaru uses stories to highlight their car's benefits. What are they?

.....
.....

Your Turn: Put Together A Story To Sell Your Product!

Let's put this into action. Piece together your own story, and enter it into the space below.

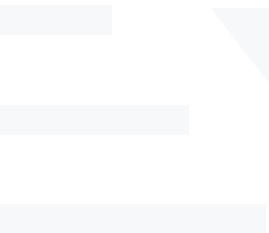
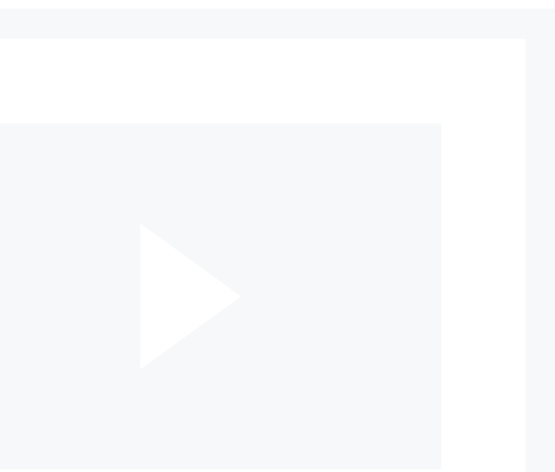
Try It: Your Product's Story

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Worksheet

Prove



Prove

How to put your customer's biggest fears to rest by leaning on outside credibility.

Words To Remember...

- Testimonials don't have to be about your product, they can be about you!

Testimonial Collection Script #1

Use the following script to start collecting testimonials today from past customers! Take this script, insert your own incentive (or use my Amazon Gift Card idea!), and send it out.

This script should be sent to anyone who can testify to the value of you and/or your offer. Send it to your email list, past clients, business partners, a Facebook Group you are active in...

It doesn't matter if you get 1 testimonial, or 101 testimonials. This email will help you create undeniable proof that will sell more of your products!

Script #1

SUBJECT: I Need Your Help! Hey [FIRST NAME GOES HERE]!

How would you like to win a \$100 Amazon Gift Card? Well, here's the deal...

1. Pull out your phone
2. Grab your copy of The Going Pro Manifesto
3. Take a quick selfie of you holding the book

Then just reply to this email and attach the photo, and let me know how you liked it!

And that's it! At the end of the week I'm going to pick someone at random, and that person will win the \$100 Amazon Gift Card. (I'll announce the winner on Monday).

Why am I doing this?

Simple.

I want to get this book into as many hands as I can, and if I can show other hopeful entrepreneurs who else this book has helped, I have a much better chance at getting them to read this book as well.

So I could really use your help :-)

That's it for now! Grab your phone, take that selfie with the book, and let me know how the book helped you...and I hope you win!

Talk Soon!

Brian

P.S. Here's a quick example. (no need to hold the book up to your face like I did, haha)



P.P.S. You get a bonus entry if you record a video instead of taking a selfie. :-)

No Customers? No Problem!

Look, if you don't have any customers yet, you can still get social proof! Go find people who can talk about how you, or your brand, helped them in the past.

3 Ways You Can Create Proof Without Customers...

- Blog posts from popular websites
- Published research + studies
- Celebrity Quotes
- Collect proof about YOU or your brand from partners, friends, co-workers, etc.

Testimonial Collection Script #2

Here's a script you can use to collect testimonials even if you do not have customers just yet. This copy + paste script should be sent out to anyone you have ever worked with, friends you have helped, past clients, social media followers, posted on message boards...

Anyone you have ever helped in the past can help establish your proof! Anywhere that someone could speak to the credibility of you or your brand, paste this message!

Asking for a "testimonial" will get you crickets. But when you frame the conversation as a "quick favor", and people will jump at the opportunity to help out. Please feel free to personalize this script to fit each person you send it to.

Script #2

SUBJECT: Can you help?

Hey [FIRST NAME],

Can you do me a quick favor? I am sending this email out to a few people I have worked with in the past, because I am looking for an answer to one question...

What would you tell someone who is thinking about hiring me?

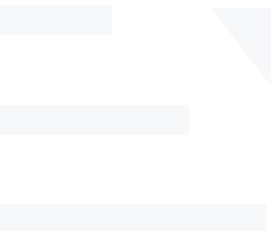
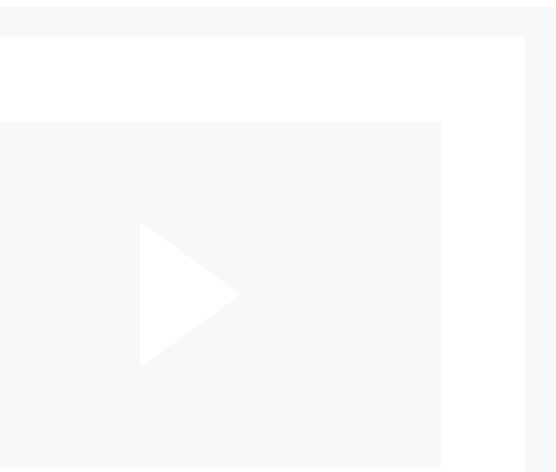
If you could shoot me back a sentence or two about how I have been able to help out in the past, it would mean the world to me! Bonus points if there is any specific story you can share that captures it!

[YOUR NAME]



Worksheet

Convert



Worksheet

Convert

Discover how to take any product, and turn it into an irresistible *offer* that your customers will line up to purchase.

Words To Remember...

- Great Products Can •
- Great Offers •

A great story...

- 1 Demolish •
- 2 Turn "Browsers" Into •
- 3 Makes Competition •

How did Sports Illustrated boost their magazine sales?

In the 1908s, Sports Illustrated was struggling to sell their magazine. What did they introduce that turned them into one of the strongest selling magazines in the world?

The Value Scales

Your customers are always weighing their money against what your offer can do for them. The easiest way to tip the scales in your favor is to create an *Offer Stack*.

List 3 examples from the training of a Product that was turned into an Offer.

The Offer Stack

Specific line items that outline what your customer is receiving when they purchase your offer.

List out the Offer Stack from the following examples...

SamCart

Custom-Made Tables

Flex Shot Infomercial Offer

Baseball Training Information Product

Ninja Tip #1:

Go to Google and search for a keyword in your market. Click on an advertised search result, and scan the page to see what they include in their Offer Stack.

Ninja Tip #2:

List as individual items by themselves. Because every new line item is an extra weight in your favor on the

List out Offer Stack ideas for each type of product...

Physical

Services

Digital Products

Your Turn: Put Together Your Offer Stack

Let's start putting it altogether! List as 3-6 unique line items that make up your Offer Stack.

Try It: Your Offer Stack

Storefront Pricing

Explain why “storefronts” do their pricing all wrong...

When you “Sell the Generic”...

- Your customers say, “I’ll just buy whatever is”

The 1-Page Funnel...

- Builds your case, so by the time customers see your price, they are ready to
.....

A Great Price Drop...

- Make any price
- Establishes
- Makes Disappear.

The Value of Your Offer

Assign a value of each line item of your Offer Stack in the box below...

Ninja Tips:

- What would you pay to get the same benefits?
 - Who can you compare your price against, to make your price seem like a steal?
 - What would someone have to spend elsewhere to get the same benefits?
-

Your Price Drop

List your Total Value first, and then lock in your final Price in the box below...

Total Value: _____

Price: _____

A Great Guarantee

- The better the guarantee, the more _____ your customer feels.
- Creates the feeling of Risk _____.

Ninja Tip #1:

- Provide a guarantee so good that your customers will feel stupid for NOT buying right away, because you have made it so easy to say yes!

Ninja Tip #2:

- Remember to use a specific benefit in your guarantee, "You will lose 7 pounds in 7 days or I'll send every penny back!"

Your Guarantee

Write out your guarantee in the box below...

