

1. A Character....

*What is it that they want? What are they seeking or after?
What is their story, experience and current reality they're living?
What is this character like and what's it like being them right now?*

2. With a Problem...

*Who is the common villain? Who/what are they fighting? What is holding them back?
What's that experience like INTERNALLY for them—how do they feel inside?
What's that experience like EXTERNALLY for them—how does that manifest, what are they hitting?*

3. Meets a Guide Who Understands Their Fear...

*What empathy do you have for them? Demonstrate how you "get" them and their experience.
What authority do you bring? Ensure them of your lived experience/perspective/wisdom*

4. And Gives Them a Plan...

*What's your process you use? Boil it down to its essence (you talk, we listen...)
Spell it out in 1, 2, 3 to make it clear and simple
What's the agreement you're making with them? Why should they trust you?
Why are you so confident in your abilities/perspective/approach?*

5. To Call Them to Action...

*What do you want them to do now that they've found you?
Two ways: Direct and Transitional
Direct=don't leave them hanging, don't mince words—schedule a call, take the first step
Transitional=point them to a free lead magnet that aligns with what they want*

6. That Ends in Success...And Helps Them Avoid Failure

What will success look like for them? How will they feel? What will happen as a result?

7. Character Transformation...

Articulate the movement, shift, change that happened...FROM what TO what?