

THE CAPSTONE PITCH

“
You get what you pitch for & you’re always pitching
”

TOP SEVEN PITCHING MISTAKES

- 1 Pitching in your mind, not in the market.
- 2 The fear of rejection
- 3 A lack of repetition
- 4 Not considering the next step
- 5 Underestimating connectors
- 6 Over-selling
- 7 Over-scripting

THE OPENING

Right Time + Place

WINDOW OF LISTENING

Rapport

Relevant

Referral



CLARITY**Name:**

Personal / Position / Company

Same:

Industry / Profession

Fame:

Specialty / Niche / Status / Results.

AUTHORITY*Why should I listen?***Experience:**

Formal vs 'Real World' (Degrees, qualifications, licenses vs Years in industry. # of clients, etc.)

Association:

Influencers, Brands, Media, Memberships, etc.

Accolades:

Awards, industry testimonials, influencers testimonials, etc.

Results:

We guarantee x. We're known for delivering x. Our clients experience x etc.

PROBLEM*What 3 big problems do your ideal customers have? Symptoms > Source > Cost > Consequence.***Problem 1:***Punchy Hook + Short Explanation***Problem 2:***Punchy Hook + Short Explanation***Problem 3:***Punchy Hook + Short Explanation***Ultimate Pain (Secret Fear):****SOLUTION***How do you solve those problems?***What:***In simple terms, describe what your product / service is. e.g. Business Mentoring Program.***How:***Describe some of the key features that explain what people get when they work with you.***3 Payoffs:***A short, punchy benefit that is opposite of the problem. e.g. Invisible > Stand Out.***The Prize:***A unique expression that captures the essence of the desired outcome. 'Key Person of Influence'*

THE WHY**Origin:**

Origin for the passion of what you do.

Mission:

What are you here to help your clients achieve?

Vision:

What kind of future do you want to contribute to creating?

Giving Philosophy:**OPPORTUNITY****Proposal:**

In simple terms what do you want them to do?

Wedding:

What will their life be like if they accept your proposal?

Honeymoon:

What short term or immediate benefits will they get if they say yes?

NEXT STEPS**Call to Action:**

What immediate and specific action do you want them to take?

ESSENCE**Reputation:**

(Reinforce the prize / fame / what you're known for.)

Feeling:

Sum it up in a way that leaves people with a specific feeling.

AUTHORITY | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

MY AUTHORITY

The area / topic I'm looking to demonstrate authority in is

EXPERIENCE

My formal experience and qualifications include (Degrees / Qualifications / Licenses etc)

My 'real world' experience includes (No. of clients / Years in industry / Customers Shoes etc)

ASSOCIATIONS

High profile people I've worked with include

We've worked or collaborated with respected brands like

I've been featured in the media including

I'm a member of

ACCOLADES

My formal awards and accolades include

My informal accolades include

My 3 dream accolades are....

"....." - iconic personality

"....." - iconic personality

"....." - iconic personality

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

RESULTS

Quantify your results

Results Achieved

We've worked with over clients over years, across locations.

We've worked with some well known brands including

We were recently awarded

Results Delivered

We guarantee

We're known for delivering

Ultimately, our clients achieve

We have a track record of

We increase our clients by

AUTHORITY INTRODUCTION

Name, Same, Fame + Authority.

Ladies and Gentlemen, allow me to introduce...

NAME

SAME

FAME

AUTHORITY

Please join me in welcoming [NAME]

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

PROBLEM | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

CONTEXT

Financial

Financial trends relevant to my audiences dominant problems

Some context for your audiences 3 dominant problems

Social

Social forces impacting my ideal customers three dominant problems

Technology

How have changes in technology contributed to the problem your prospects are experiencing

Other *Environmental, political, psychological, geographical, scientific, historical...*

How have changes in technology contributed to the problem your prospects are experiencing

SET THE SCENE

A big picture perspective as to why these problems exist.

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

PROBLEM | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

PROBLEM 1

The Hook *A short and punchy headline like statement summarising the problem / symptom.*

The Explanation *Further develop the problem/ symptom/ source/ cost/ consequence.*

PROBLEM 2

The Hook

The Explanation

PROBLEM 3

The Hook

The Explanation

SUM IT UP

Costs and consequences

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

FOCUS

In your experience, what do people need to focus on if they want to succeed?

If they want to solve the problem, what should be their top priority?

BREAK IT DOWN

What's the organising first principle?

What's the most important concept or idea they need to understand?

INSIGHT

What's a fundamental insight people need?

A quote that frames your solution nicely [e.g Success requires the ability to influence.]

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

3 PAYOFFS

1.
2.
3.

PAYOUT 1

The Hook *A short punchy headline like statement summarising the payoff.*

The Explanation

PAYOUT 2

The Hook

The Explanation

PAYOUT 3

The Hook

The Explanation

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

SOLUTION | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

WHAT & HOW

e.g. structured business mentoring program.

In plain and simple terms, describe your core product or service.

SIGNATURE METHOD

In a single sentence, introduce your signature method.

HOW

e.g. "It provides **camaraderie** and **collaboration** [benefit] through our **private online community** [feature]"

1.
2.
3.

THE PRIZE

A full and remarkable solution

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

THE WHY | Worksheet

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People buy from people they know, like, and trust.

Make it personal, while not making it all about you.

WHY YOU? WHY NOW?

I'm passionate about

Future focused, purpose driven, value creators.

A key moment in my past that still drives me today is

My vision for the world is

My purpose beyond money is

MISSION VISION PURPOSE

What is your mission vision and purpose...

"I believe that technology alone is not enough. It's technology married with liberal arts, married with the humanities, that yields the results that make our hearts sing." - Steve Jobs

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

OPPORTUNITY | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

SPECTATOR TO PARTICIPANT

An ask is for you. An opportunity is for them.

a compelling offer that your listeners can get involved in.

PROPOSAL

e.g. "I'd like to invite you to join the KPI program."

In simple terms, what do you want them to do...

WEDDING

What will their life will be like if they accept your proposal...

If it takes more than one breath to read it, cut it back

HONEYMOON

What short term, or immediate benefits will they get if they say YES?

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

NEXT STEPS | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

CALL TO ACTION

What IMMEDIATE action do you want them to take?

BE SPECIFIC

Break down the steps. Don't assume that it's obvious to your listener.

MAINTAIN MOMENTUM

When you've got momentum, you want to protect it.

Think of as many things that could break momentum as possible.

Make a plan to ensure they don't happen.

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

REPUTATION

I/we want to be known for...

Remind them of the 'prize'

FEELING

I want to convey a sense of...

How you want to leave your customers feeling.

I want to leave people feeling...

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

(7 hours of content - **11** touch-points - **4** platforms)

Your goal over the next 12 months is to 'tick all the boxes'. This will ensure your content ecosystem is comprised of enough insightful content that will help to prime your audience to buy.

6X 1000 WORD ARTICLES.

30min

- Our OMV
- Principle Method
- Insight 1
- Insight 2
- Disruptive Insight 1
- Disruptive Insight 2

12X 500 WORD ARTICLES.

30 min

- Use the Idea Generator to develop a variety of material.
- Post all articles on your Blog, Linkedin, FB, Medium etc.

6X 5MIN VIDEOS

30 min

- Repurpose your articles (or vice versa)
- Post all videos on Youtube.
- Consider a Series on your Principle Method.

12X 2.5MIN VIDEOS.

30 min

- Repurpose your articles (or vice versa)
- Create an 'About Us + OMV'

1 SPECIAL REPORT = 5500 WORDS

30 min

- Focus on your Principle Method
- Include a Simple Scorecard
- Include a next step.
- Encourage people to read before meeting you.

2X 3RD PARTY PODCASTS

2 hr

- Pitch podcasters to have you on their show.
- Post regularly to key platforms.

KEYNOTE TALK / PRESENTATION

90 min

BOOK

3 hr

TOTAL:

9 hr

NB: On average people read about 1000 words in 5 minutes.

THE IDEA GENERATOR | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

7-11-4 ESSENTIALS

KEY INSIGHTS

Foundational principles about your topic.

DISRUPTIVE IDEAS

Challenge thinking / be controversial.

PROBLEMS & SYMPTOMS

Diagnose headaches / pain-points.

MISTAKES, ERRORS & FAILS

Common blunders that slow progress.

PRINCIPLE METHOD

Showcase the whole, and it's parts.

COMMON OBJECTIONS

Expose the resistance to change.

DESIRED PAYOFF

Highlight attractive results or outcomes.

HOW-TO'S / GUIDES

Develop a useful resource / Map.

MORE TOPIC TRIGGERS

- Ask the most burning question in your niche.
- Topical Commentary:
[Contention] "Yes, but..."
- The Classic How-To
- The How-To Case Study
- The Unexpected Comparison
- Key Dates
- The Guide
- Trending News
- Buying Guides
- FAQ
- Epic Fails
- Interview Questions
- Audience Questions
- Insights from data
- Lessons Learned
- Principles / Maxims
- Inside Secrets
- Slide Deck
- Useful Tools / Tech
- Brochure
- Remarkable Transformations
- 3rd Party Podcast
- Blog

RE-PURPOSED FOR

- | | |
|--|--|
| <input type="checkbox"/> Video
<input type="checkbox"/> Slide Deck
<input type="checkbox"/> Keynote Talk / Webinar | <input type="checkbox"/> Emails / Blogs
<input type="checkbox"/> Articles / PDF / Report
<input type="checkbox"/> Buying Guide / Brochure
<input type="checkbox"/> Book / Mini Book |
| WATCH

LISTEN | READ

DO |
| <input type="checkbox"/> 3rd Party Podcast
<input type="checkbox"/> Own Podcast
<input type="checkbox"/> Soundcloud Playlist | <input type="checkbox"/> Diagnostic / Scorecard
<input type="checkbox"/> Survey
<input type="checkbox"/> Q&A
<input type="checkbox"/> Challenge |
| <input type="checkbox"/> Bundles
<input type="checkbox"/> Sequences
<input type="checkbox"/> Bonuses
<input type="checkbox"/> Upsells | |

THE IDEA GENERATOR | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

7-11-4 ESSENTIALS

KEY INSIGHTS

Foundational principles about your topic.

- [topic] 101: The 21 Things You Need to Know.
- How to [Achieve Prize]: 6 Steps or Tips.
- 5 Lessons From [track record / experience].
- There's Huge Value In [Specific Topic].
- [x] vs [y].

DISRUPTIVE IDEAS

Challenge thinking / be controversial.

- It's Not About [Status Quo] It's About [New Insight].
- Until You [x] You'll Never [y].
- Why [Status Quo] Doesn't Work (and what to do instead).
- Why [x] Trumps [y].
- Why [Counterintuitive Idea] Leads to More [Payoff].

PROBLEMS & SYMPTOMS

Diagnose headaches / pain-points.

- Do You Suffer From [symptom]?
- 7 Signs [common experience] is a Real Problem.
- [Statement]: Before & After.
- The Hidden Issues in [topic]: Ignore at Your Peril.

MISTAKES, ERRORS & FAILS

Common blunders that slow progress.

- Top 5 Mistakes to Avoid When [topic].
- 10 [topic] Errors to Avoid if You Want to [payoff].
- The Real Reason You're Not Able to [goal].
- [n] Reasons Why You're Not Getting [Desired Result].
- 7 [Topic] Errors That [Cause Pain].

PRINCIPLE METHOD

Showcase the whole, and its parts.

- A Five Step Method for [Prize].
- The 7 Habits of [Identity Prize].
- The Essential Ingredients in [Desired Prize]
- [n] [Adjective] Ways to [Achieve the Prize].

COMMON OBJECTIONS

Expose the resistance to change.

- A Better Way to Think About [objection].
- Turn [fear] Into [upside] In 3 Steps.
- How [I / Client] Achieved [Result] Without [block].
- [inhibitor] Mastery: Get more [desire] with less [hassle].

DESIRED PAYOFF

Highlight attractive results or outcomes.

- How I [result] with [tool].
- A new approach to [topic] [result].
- This [Principle] will [result] every time.
- How [I/We/CompanyX] [Achieved Something Specific] in [Time Frame]
- The Future of [industry / topic]: [summary]

HOW-TO'S / GUIDES

Develop a useful resource / Map.

- How to [x] without [y]
- The [Adjective] guide to [Specific Topic]
- 10 steps to [Prize]
- How do I [Achieve Something Specific]

MORE TOPIC TRIGGERS

- Ask the most burning question in your niche.
- The Classic How-To
- The How-To Case Study
- The Unexpected Comparison
- The Guide
- Buying Guides
- Epic Fails
- Audience Questions
- Lessons Learned
- Inside Secrets
- Useful Tools / Tech
- Remarkable Transformations
- Product Reviews

- Topical Commentary:
[Contention] "Yes, but..."
[Combination] "Yes, and..."
[Attribution] "In the words of..."
- Key Dates
- Trending News
- FAQ
- Interview Questions
- Insights from data
- Principles / Maxims
- Slide Deck
- Brochure
- Blog

RE-PURPOSED FOR

- Video
- Slide Deck
- Keynote Talk / Webinar

- Emails / Blogs
- Articles / PDF / Report
- Buying Guide / Brochure
- Book / Mini Book

- Bundles
- Sequences
- Bonuses
- Upsells

- 3rd Party Podcast
- Own Podcast
- Soundcloud Playlist

- Diagnostic / Scorecard
- Survey
- Q&A
- Challenge

WATCH	READ
LISTEN	DO

THE CONCEPT GENERATOR | Worksheet

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BIG PICTURE | CONCEPT | PERSPECTIVE

ANALYSIS | LOGIC | STRUCTURE

ENERGY | EMOTION | CONNECTION

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TREND

Past, present, future.

IDEA

The concept in < 10 words.

MAXIM + METAPHOR

A quote, metaphor, symbol, analogy, figure of speech etc.

MODEL

Show don't tell. Circles, squares, graphs & grids etc.

EXPLANATION

Make your point. Sum it up in a punchy sentence or two.

STORY

A journey of insight, struggle & victory.

STUDY

Proof, case studies, timelines, data & stats.

ACTION

Tips, tasks, to do's and next steps.

STRUGGLE

The Gap / Tension (pain / mistakes / resistance / dreams).

THE CONCEPT GENERATOR | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

THE DOWNSIDE	TOPIC	THE UPSIDE
MISTAKES <i>Doubts / Attitudes / Errors</i>		
THE ULTIMATE DOWNSIDE		THE ULTIMATE UPSIDE

STORY SELLING | Worksheet

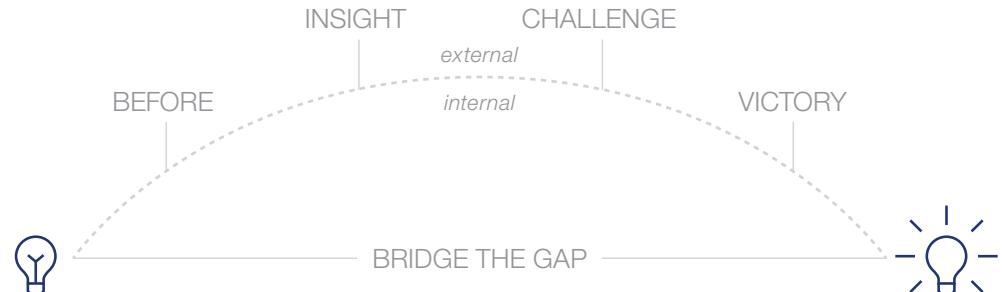
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SECTION A

Why Storyselling?

STORYSELLING

The architecture of the epiphany bridge.



Prepare a story for every predictable objection.

SECTION B | Mapping Powerful Storyselling Arcs

SITUATION (*Before*)

CALL TO ADVENTURE (*Insight*)

JOURNEY (*Challenge*)

NEW NORMAL (*Victory*)

ARTICLE GENERATOR | Worksheet

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ATTRACT

What's the main idea? Get my attention with a punchy headline.

DISRUPT

Challenge my mindset. What's a mistake I'm making? What's an 'old idea' I believe in?

INFORM

Flip my thinking. What's a new/better idea? Prove it. (story, case study etc)

RECOMMEND

Give me some things to do in order to change.

OVERCOME

Handle the most common resistance / objections to change.

REINFORCE

Sum it all up for me.

INVITE

Call me to engage or act in some way.

CONSIDER

Who, What, Where, When, Why, How | Certainty, Variety, Significance, Connection, Growth, Contribution | Pain, Pleasure, Tension, Resistance, Release | Proof, Data | Emotion.

ASCENDING TRANSACTION MODEL

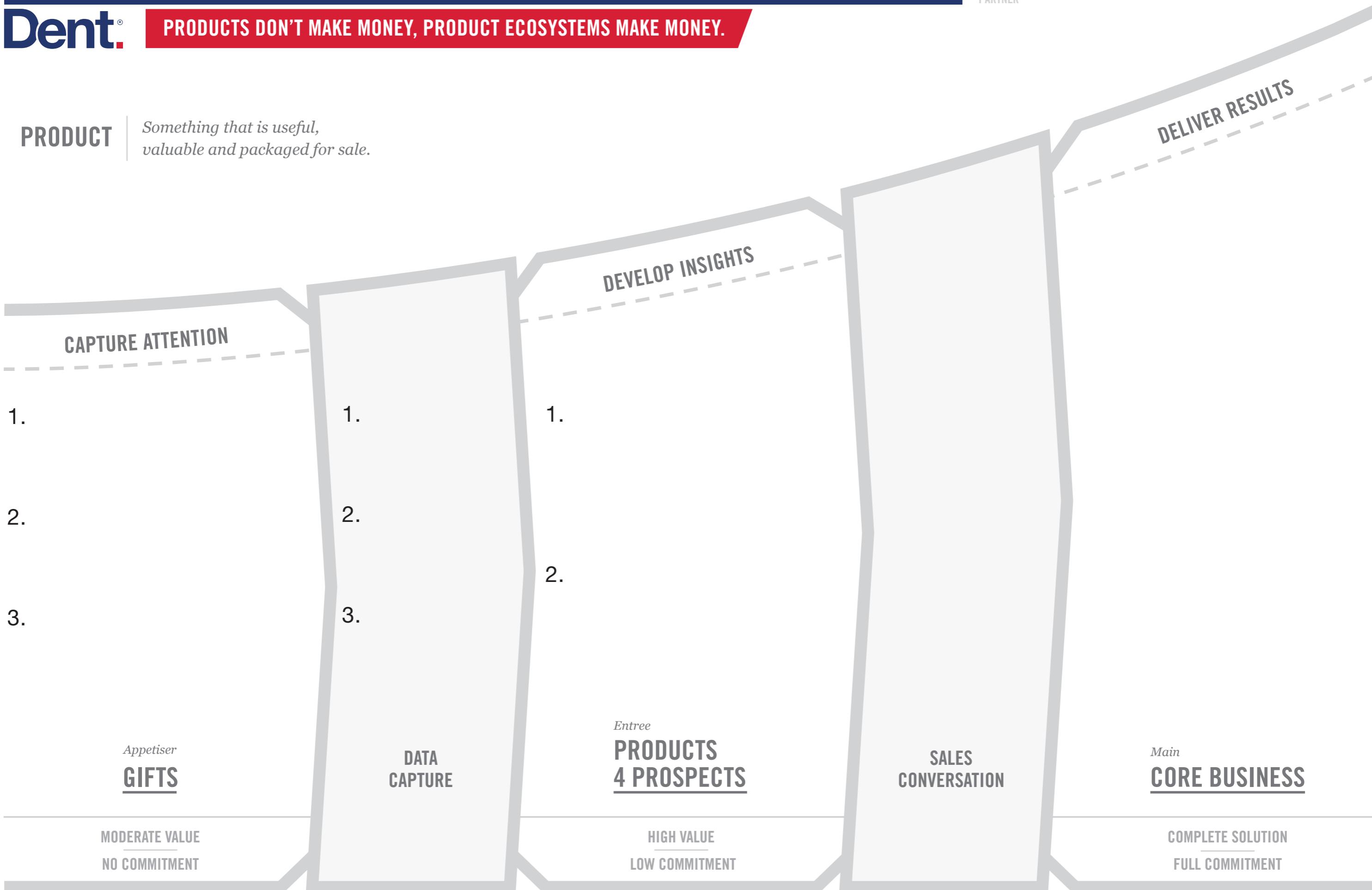
Dent.[®]

PRODUCTS DON'T MAKE MONEY, PRODUCT ECOSYSTEMS MAKE MONEY.

- PITCH
- PUBLISH
- PRODUCT**
- PROFILE
- PARTNER

PRODUCT

*Something that is useful,
valuable and packaged for sale.*



ASCENDING TRANSACTION MODEL

Dent[®]

PRODUCTS DON'T MAKE MONEY, PRODUCT ECOSYSTEMS MAKE MONEY.

- PITCH
- PUBLISH
- PRODUCT**
- PROFILE
- PARTNER

PRODUCT

Something that is packaged and priced to deliver a remarkable result.



11 GUIDING PRINCIPLES | Worksheet

PITCH · PUBLISH · **PRODUCT** · PROFILE · PARTNERSHIP

1. IT DELIVERS THE PRIZE.
2. IT MUST FOCUS ON IMPLEMENTATION, NOT IDEAS.
3. IT MUST BE PRICED FOR PROFIT.
4. IT MUST BE TANGIBLE
5. IT'S DESIGNED FOR A WELL-DEFINED NICHE.
6. IT SOLVES LOTS OF BIG PROBLEMS.
7. IT'S BEYOND YOUR ABILITY TO DELIVER YOURSELF.
8. YOU'RE REPLACEABLE.
9. IT'S PRICED BASED ON VALUE, NOT TIME.
10. IT DELIVERS UPON YOUR PRINCIPLE METHODOLOGY.
11. IT SHOULD OVERCOME YOUR IDEAL CUSTOMERS' BIG OBJECTIONS.

CURRENT STATE | Worksheet

PITCH · PUBLISH · **PRODUCT** · PROFILE · PARTNERSHIP

11 PRINCIPLES RATING

	Rate your current core product.					
1. It delivers The Prize.	0	1	2	3	4	5
2. It must focus on implementation, not ideas.	0	1	2	3	4	5
3. It must be Priced for Profit.	0	1	2	3	4	5
4. It must be tangible	0	1	2	3	4	5
5. It's designed for a well-defined niche.	0	1	2	3	4	5
6. It solves lots of big problems.	0	1	2	3	4	5
7. It's beyond your ability to deliver yourself.	0	1	2	3	4	5
8. You're Replaceable.	0	1	2	3	4	5
9. It's priced based on value, not time.	0	1	2	3	4	5
10. It delivers upon your principle methodology.	0	1	2	3	4	5
11. It should overcome your ideal customers' big objections.	0	1	2	3	4	5

CURRENT PRODUCT NAME

CURRENT PRODUCT DESCRIPTION

CURRENT PRODUCT PRICE

CURRENT STATE | Worksheet

PITCH · PUBLISH · **PRODUCT** · PROFILE · PARTNERSHIP

Feature

Sub Feature

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NAME

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SPECIAL FEATURES

The 3-7 high value features of your core product.

MULTIMEDIA

Watch	Read
Listen	Do

ENVIRONMENT

Online, Offline, Onsite, Offsite, Boardroom, Workshop, Zoom, Skype, Webinar et al.

ELEMENTS

Timeframe (start/end), Cycle (continuous, repeating), Stages (beginner, advanced), Price Tiers (Bronze, Silver & Gold).

VISUALS

TEXT

The Name, The Pain, The Prize, The Payoff, Your Why, Your Values etc...

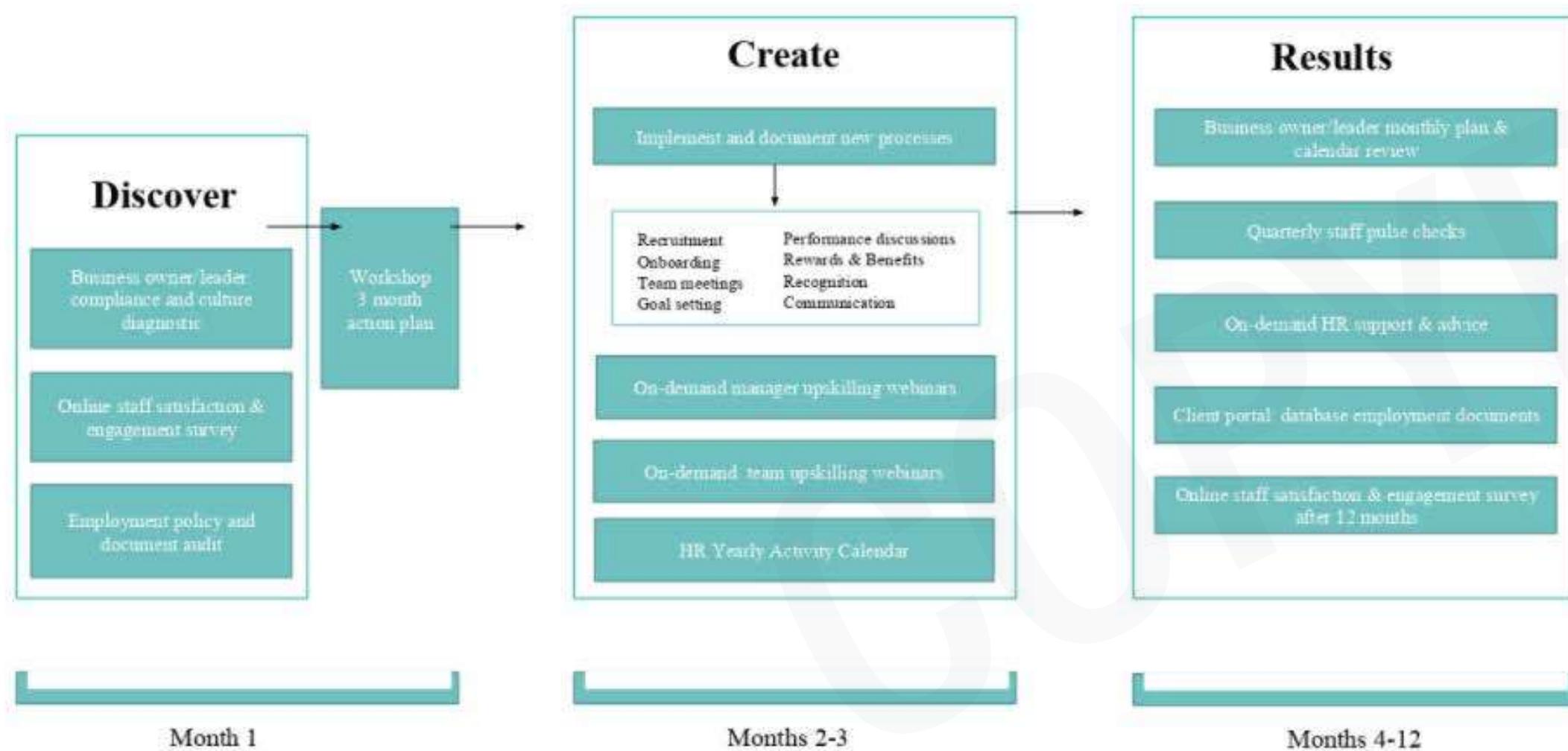
PRINCIPLE METHOD

Consider highlighting your principle method for continuity with your Gifts & P4P's.

SOME IDEAS

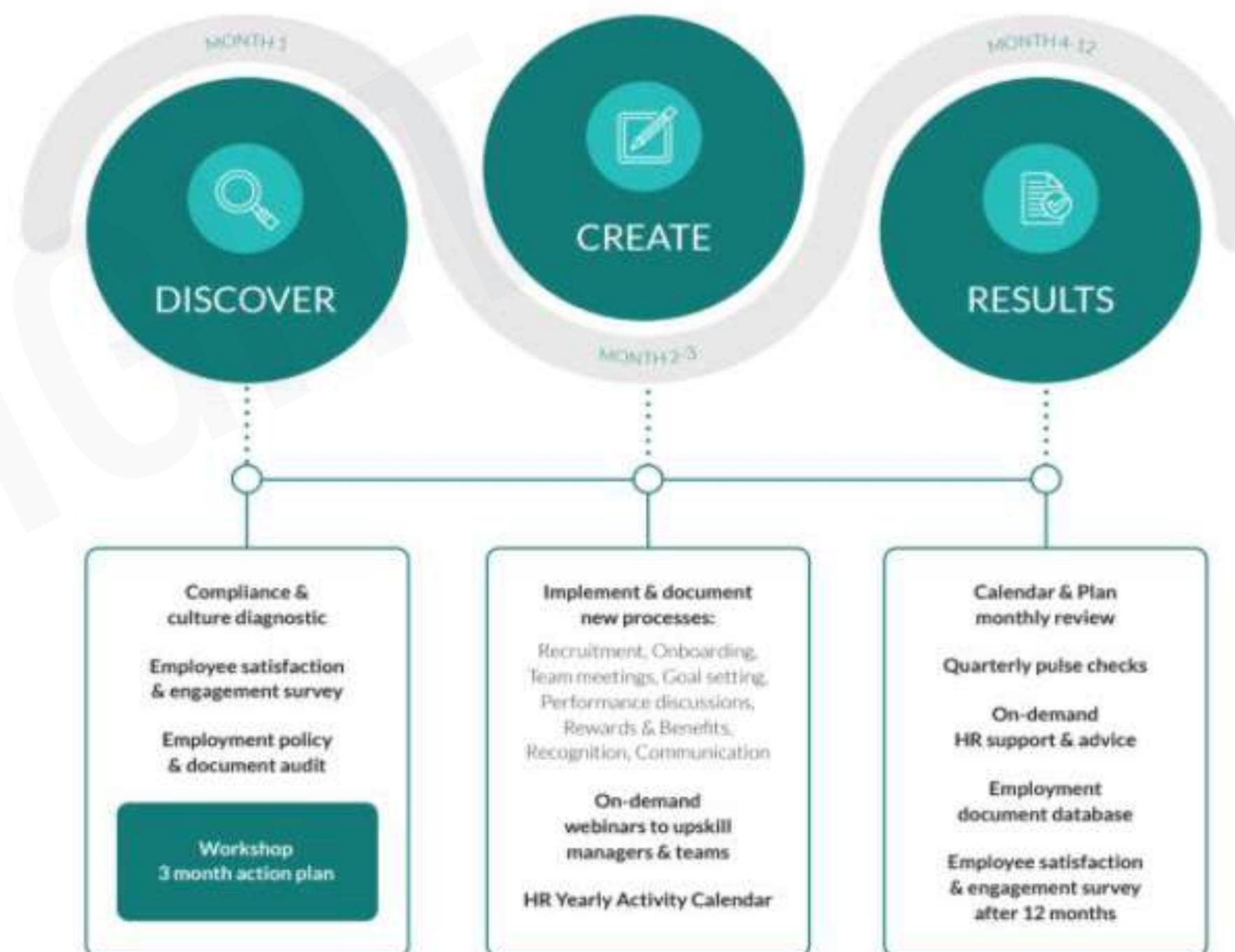
B E F O R E

Find.Grow.Keep



A F T E R

Find.Grow.Keep



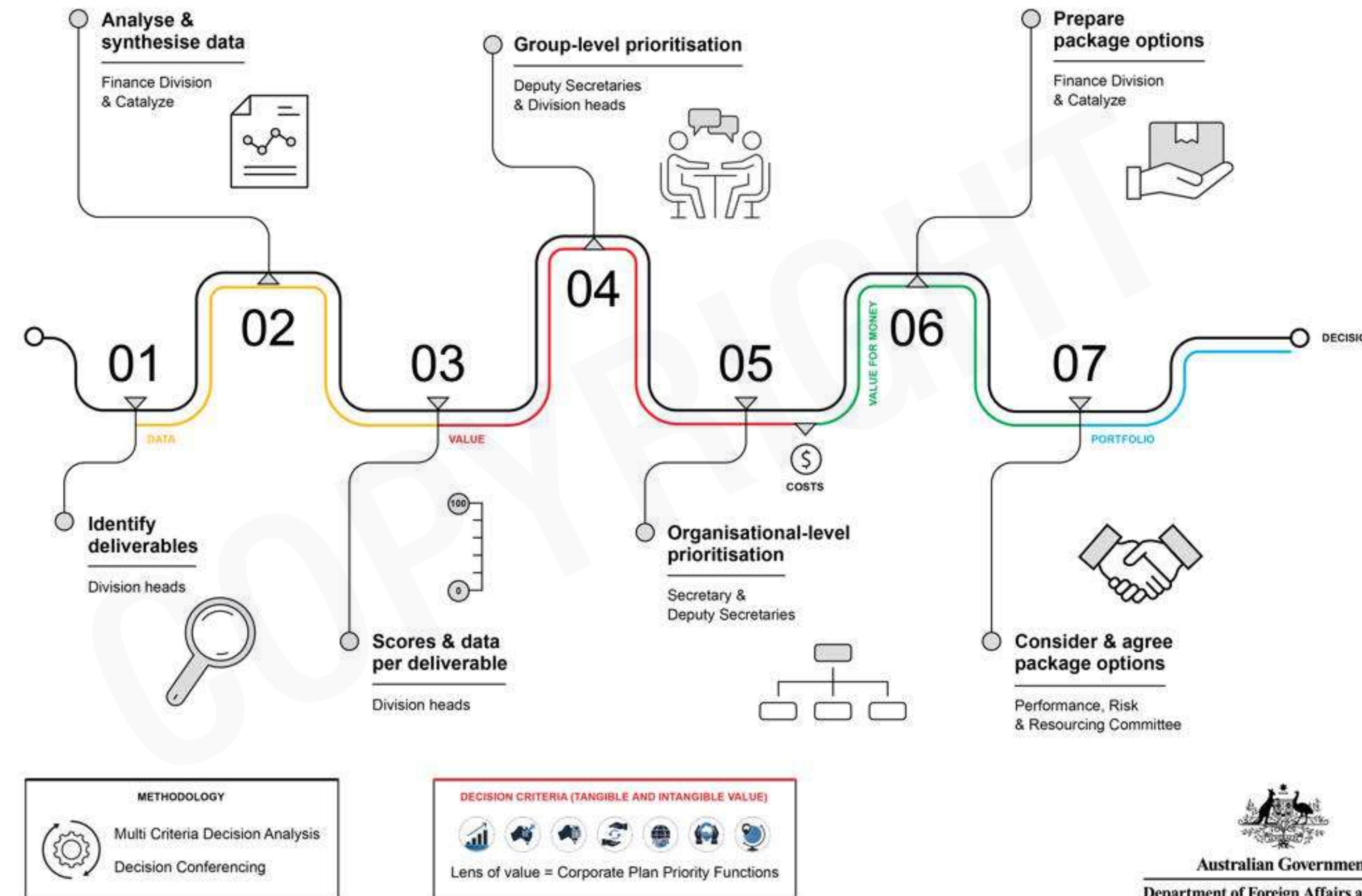
PRODUCT ON A PAGE EXAMPLES



Departmental Prioritisation Exercise 2020

STRUCTURED DECISION PROCESS

PRODUCT ON A PAGE EXAMPLES



Australian Government
Department of Foreign Affairs and Trade

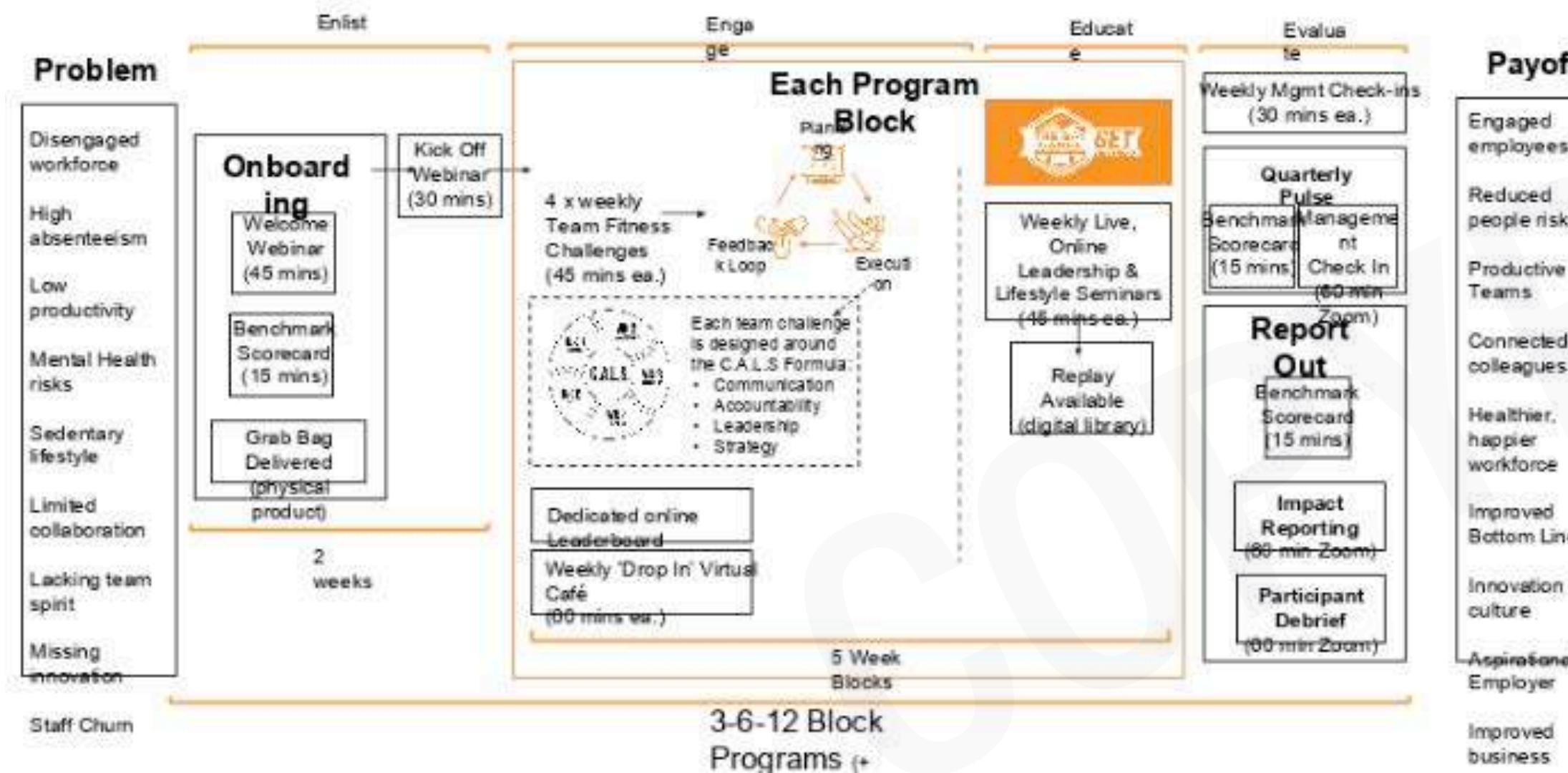
SOME IDEAS

B E F O R E

Mat Lock

Wellness Warriors Program

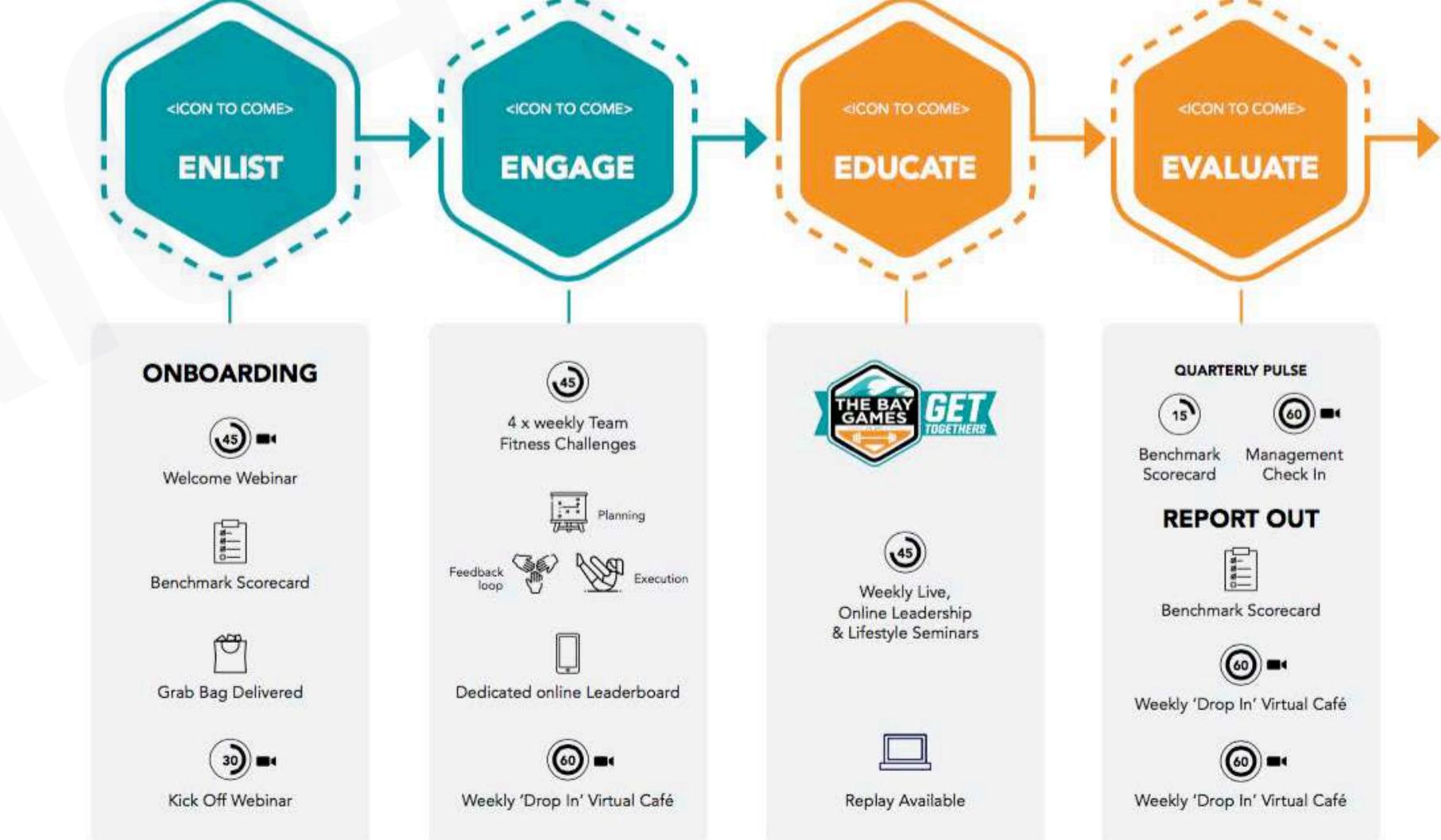
Gets employees talking, moving and collaborating



A F T E R

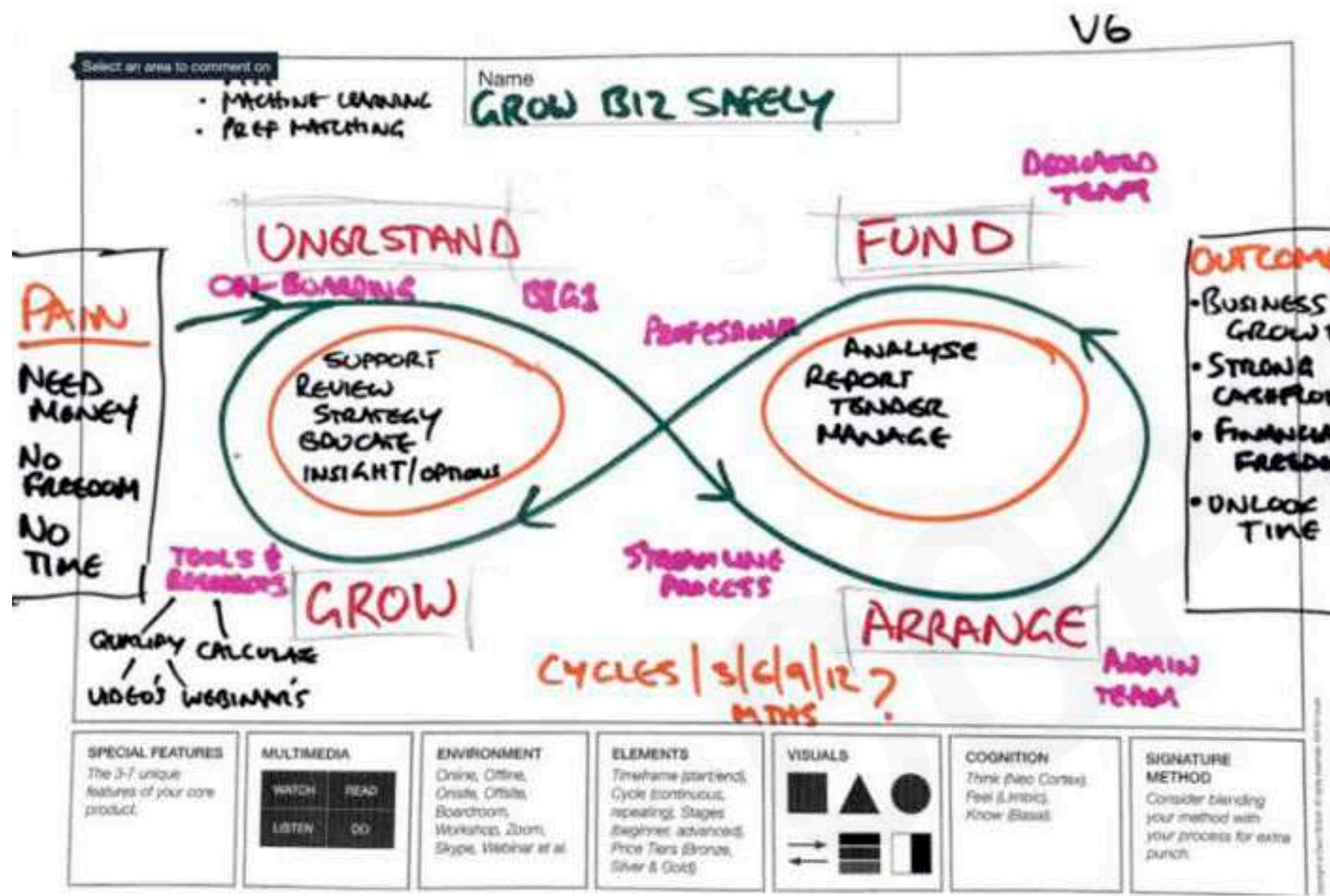
WELLNESS WARRIORS PROGRAM

GETS EMPLOYEES TALKING, MOVING AND COLLABORATING

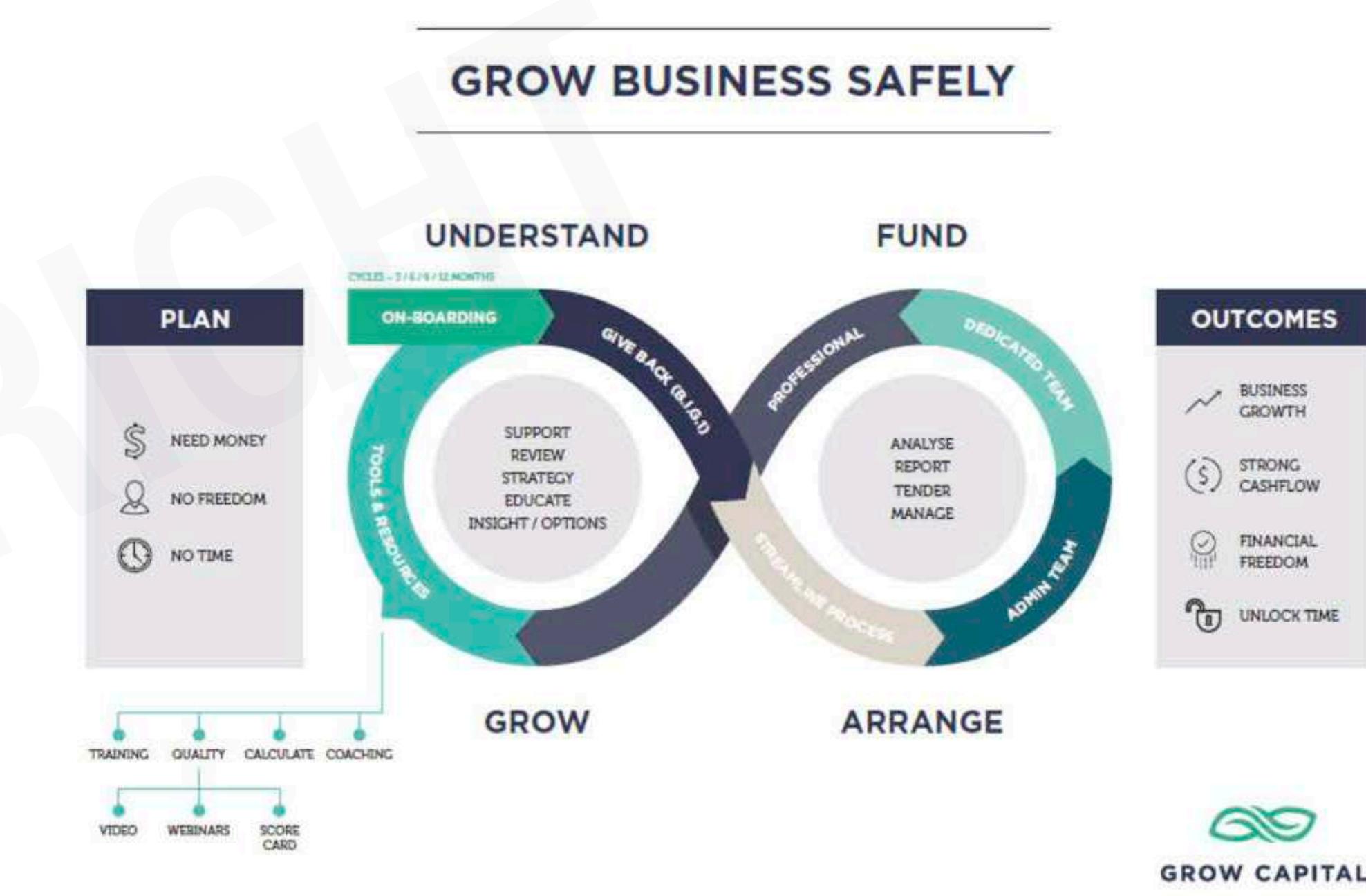


SOME IDEAS

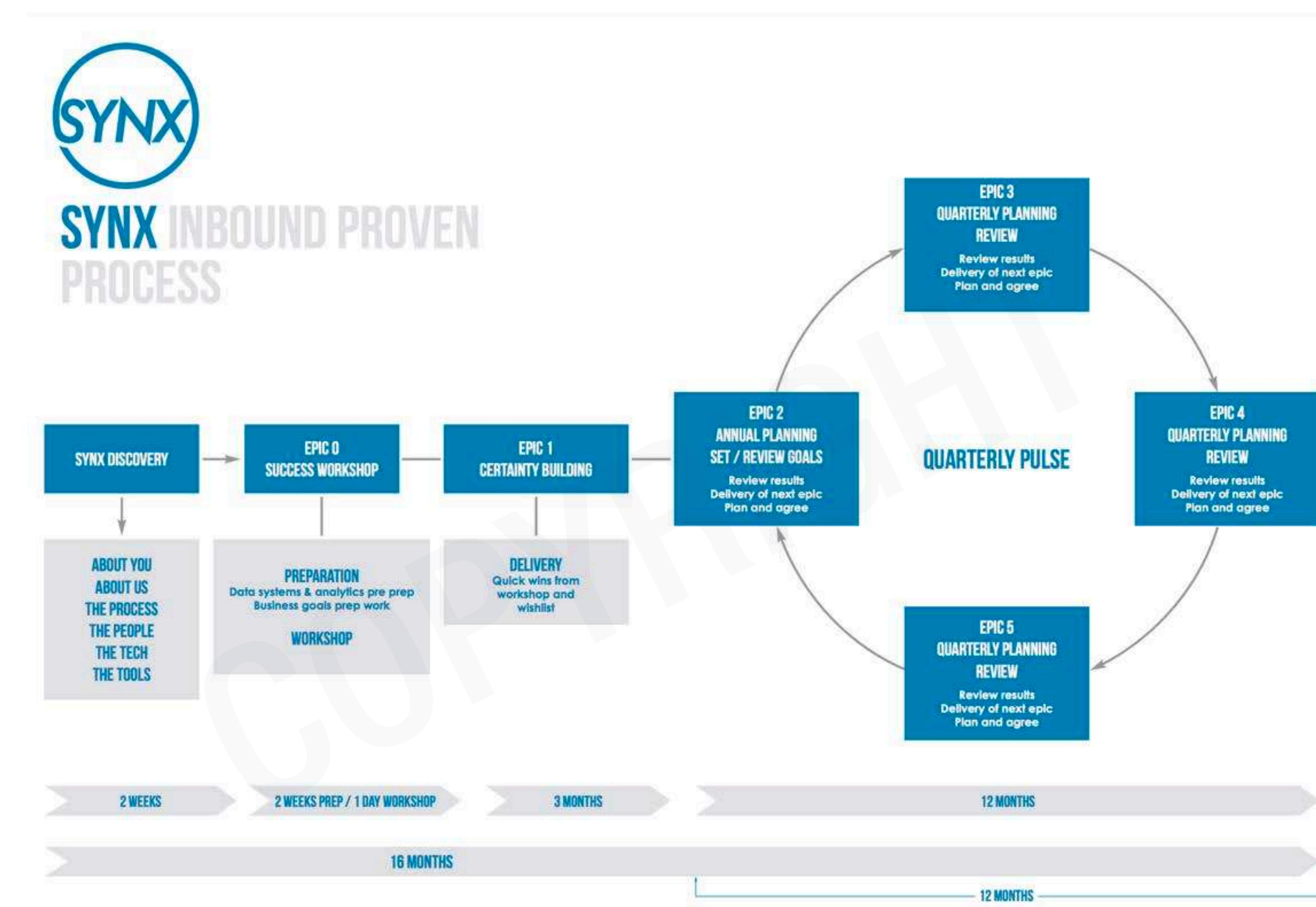
B E F O R E



A F T E R

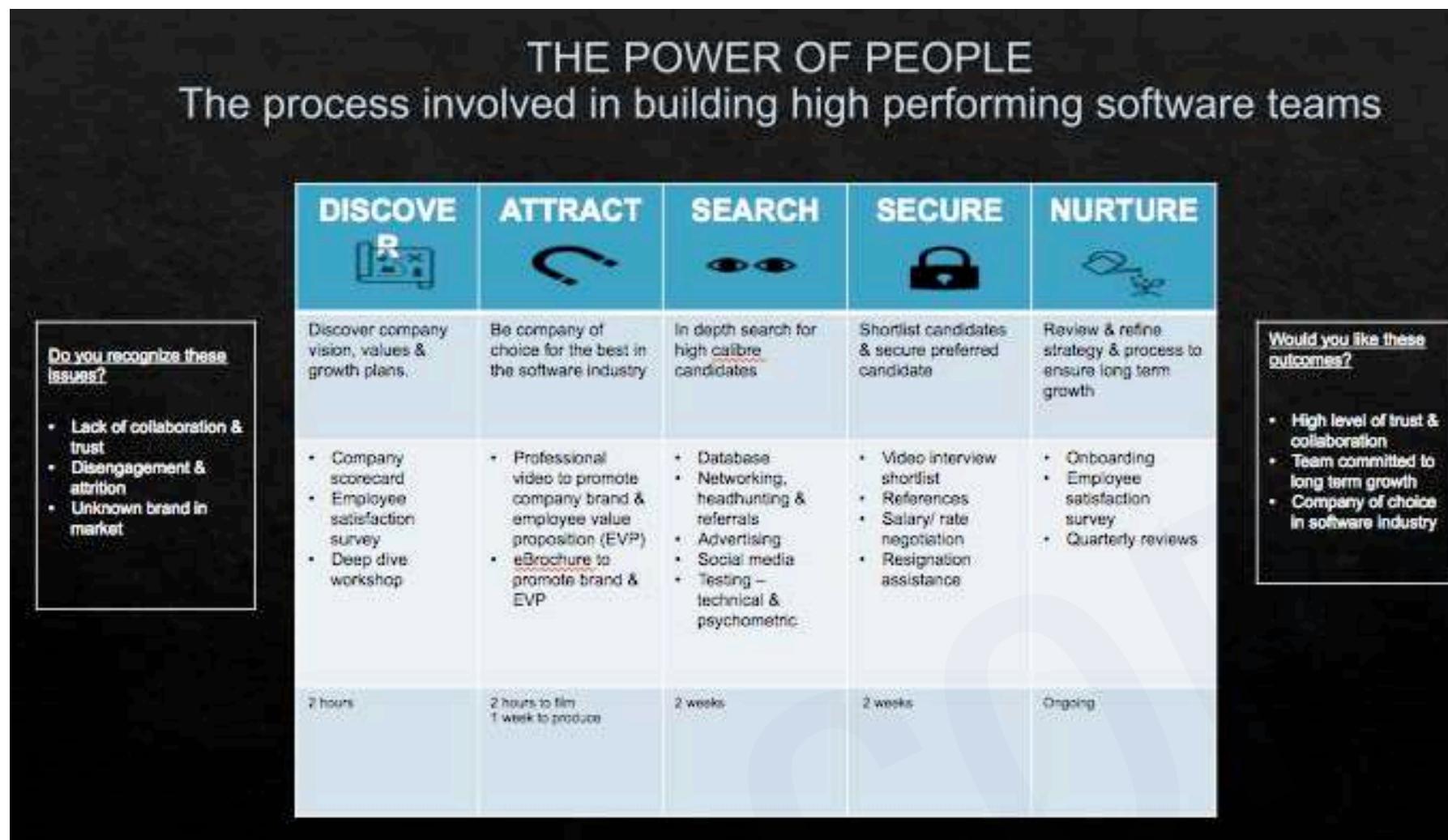


PRODUCT ON A PAGE EXAMPLES



SOME IDEAS

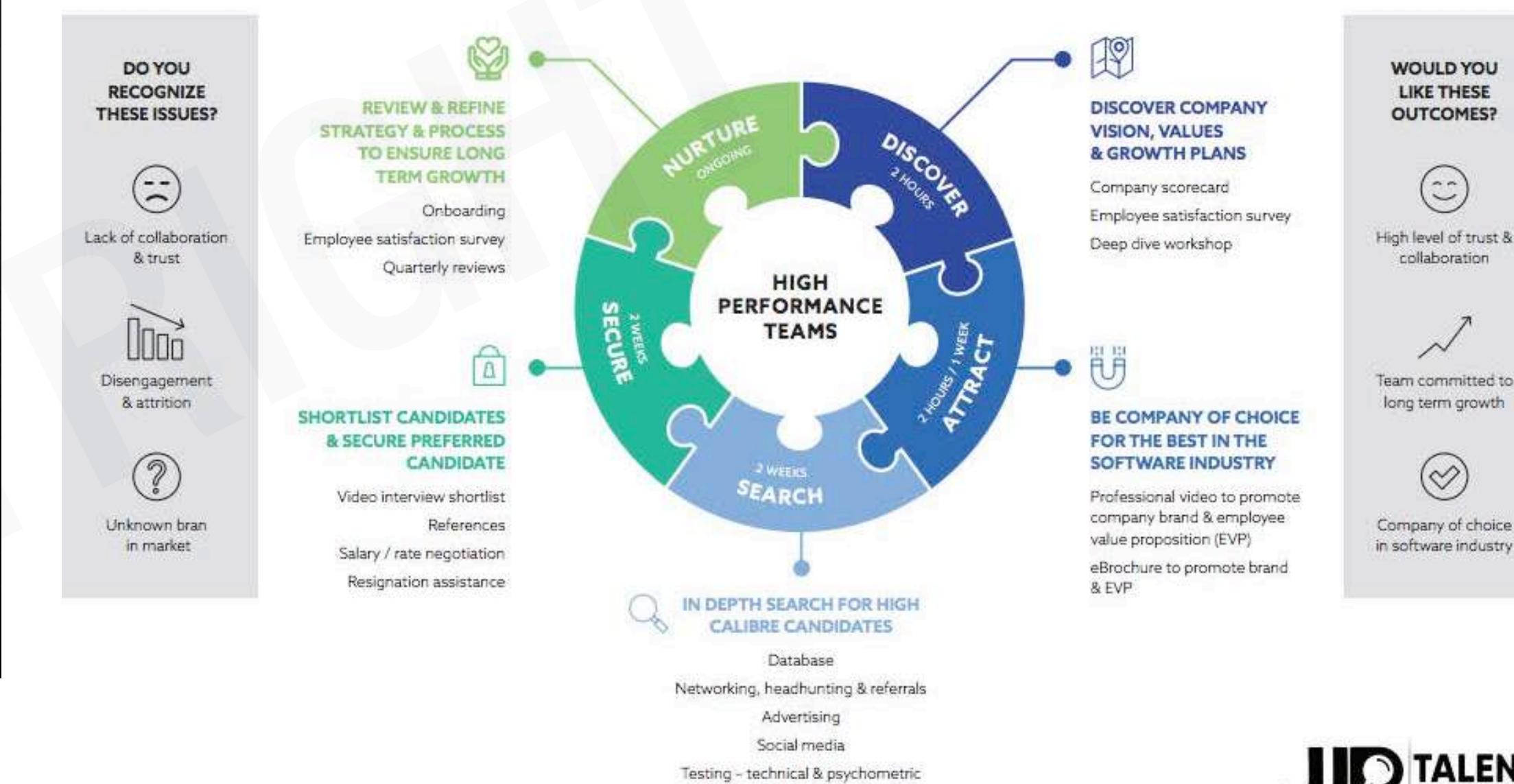
B E F O R E



A F T E R

THE POWER OF PEOPLE

THE PROCESS INVOLVED IN BUILDING HIGH PERFORMING SOFTWARE TEAMS

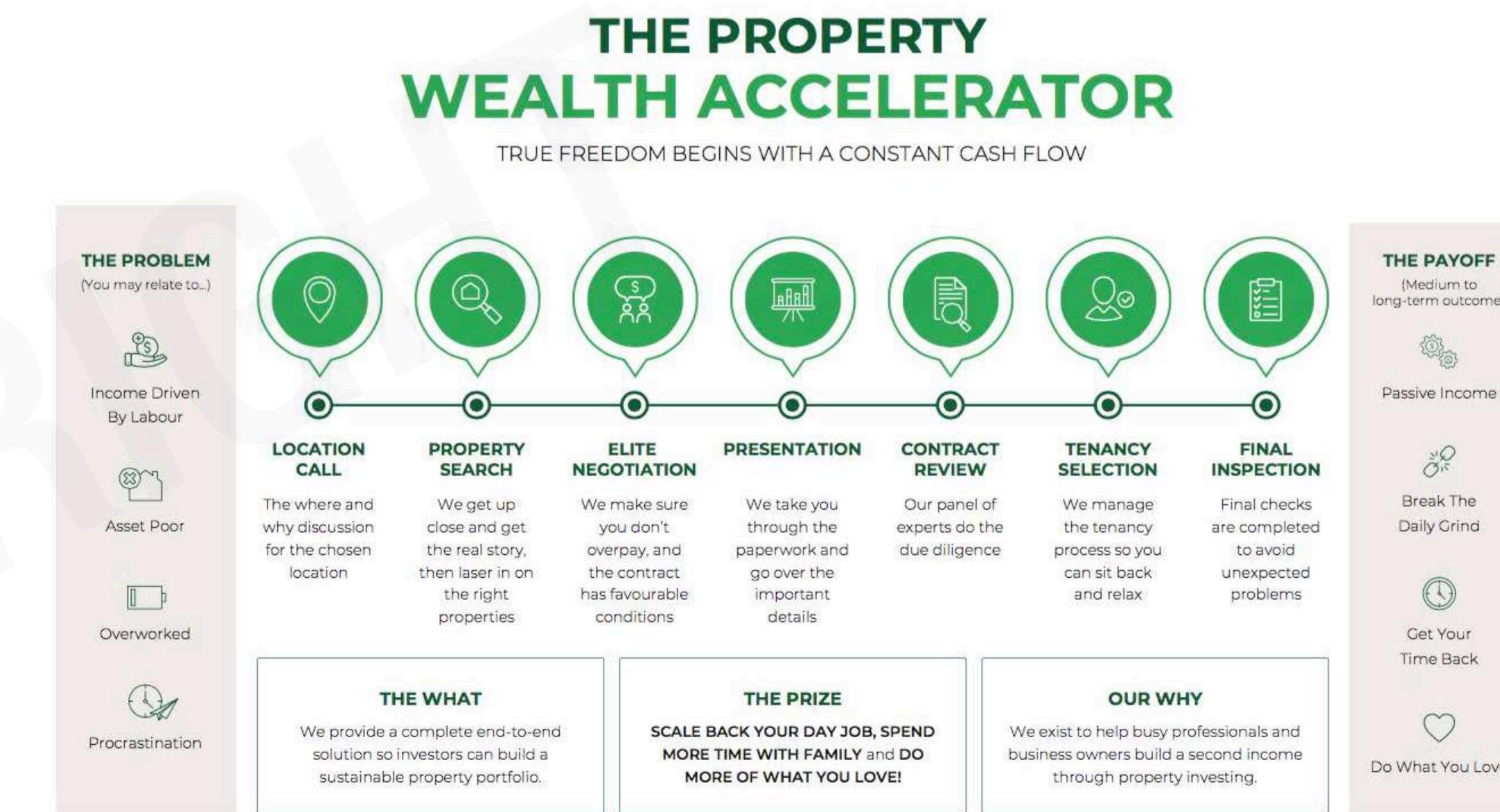


SOME IDEAS

B E F O R E



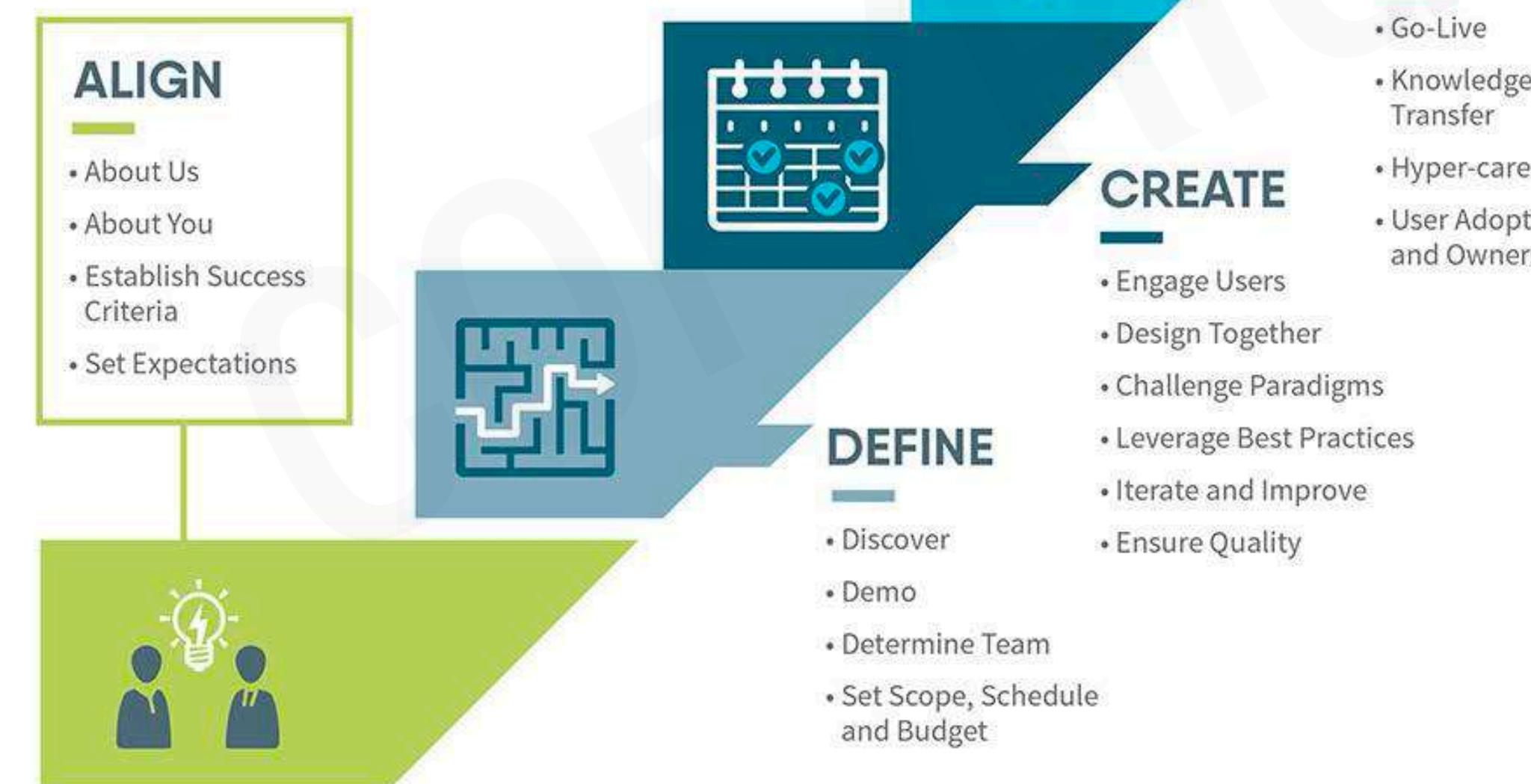
A F T E R



PRODUCT ON A PAGE EXAMPLES

STONERIDGE PROVEN PROCESS

The Client Journey



PRODUCT ON A PAGE EXAMPLES



Outlook: A person's point of view or general attitude to life.
(Oxford Living Dictionary)

The name matters.

Our Outlook on the building process is that we sit on the same side of the table, we always represent your interests. We build a relationship, and it is "we": you and ourselves. This makes the entire process flow, with no doubts, consistent transparency: the trust built through the design process is sustained through the build.

And yes, we do think it should be enjoyable.

WE RETAIN

We built your project, but we also built a lasting relationship. We stay in touch.

WE COMPLETE

We ensure every aspect is finished as was expected. We make it right. We remain available as you grow into the space.

WE MEET

We get to know you. Get to understand your objectives. Your priorities. We determine if there is a fit for our working together.

WE DESIGN

We strategize with you on your objectives. The criteria of the design. We continually evaluate these to ensure the project is addressing these. As it unfolds. What will be built: Does it meet your expectations?

WE BUDGET

We define and show you the cost of your expectations. Consider alternatives when needed, and adjust throughout the design process, ensuring we are on track.

WE FIT

Now that we have realized a fit with each other, we explore how we can best serve you. Is it design-build? Do we work as project managers or construction managers?

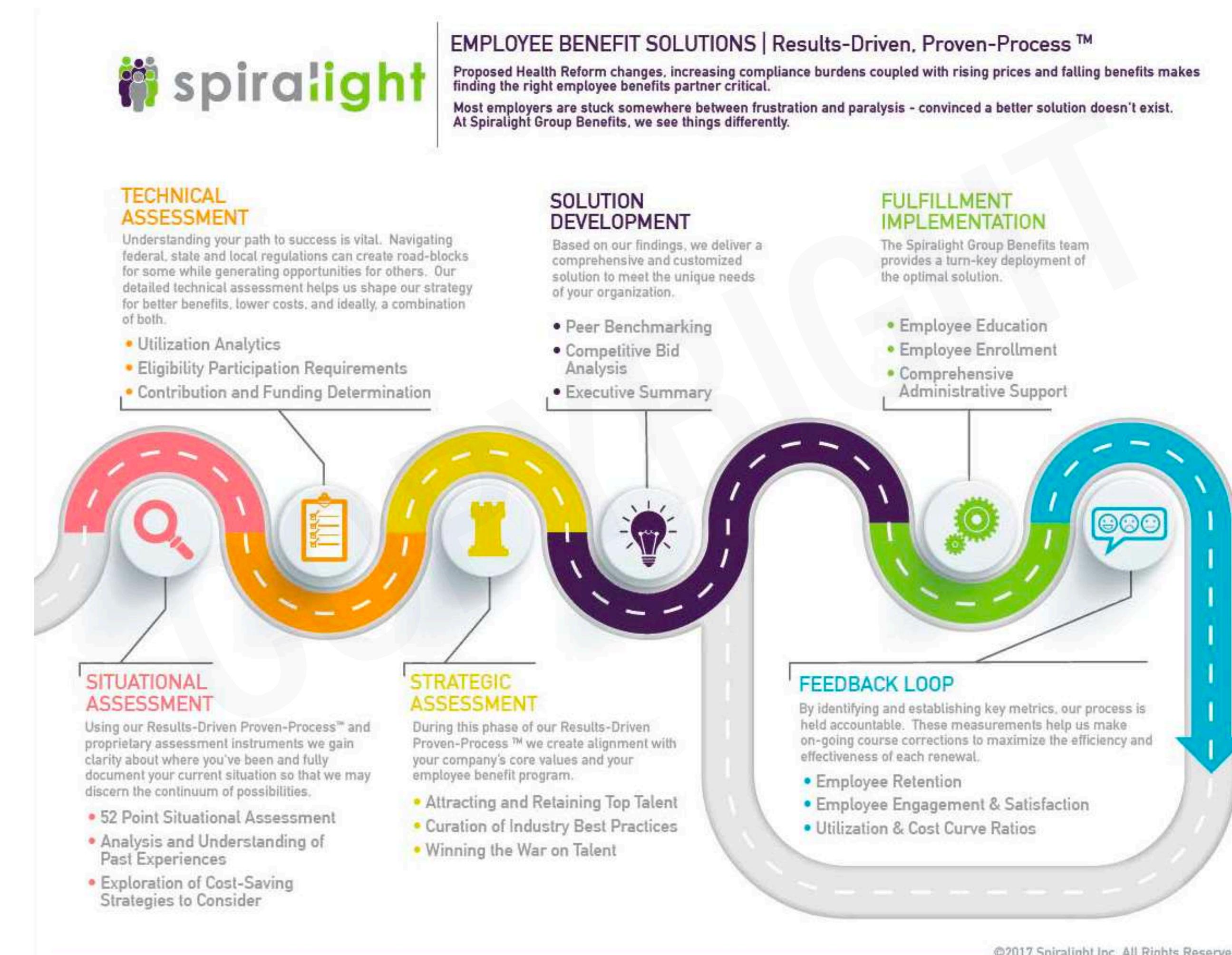
WE CONSTRUCT

We apply our experience, our expertise, to bring about the highest standard of workmanship that you should expect. We enjoy meeting the challenges head on, applying all our resources, bringing out the best in creative solutions.

WE INFORM YOU

We make sure you stay ahead of critical decisions to ensure you have adequate time to make informed, feel-good decisions. We update you regularly on progress, represent your best interests with suppliers, trades, consultants, authorities having jurisdiction.

PRODUCT ON A PAGE EXAMPLES



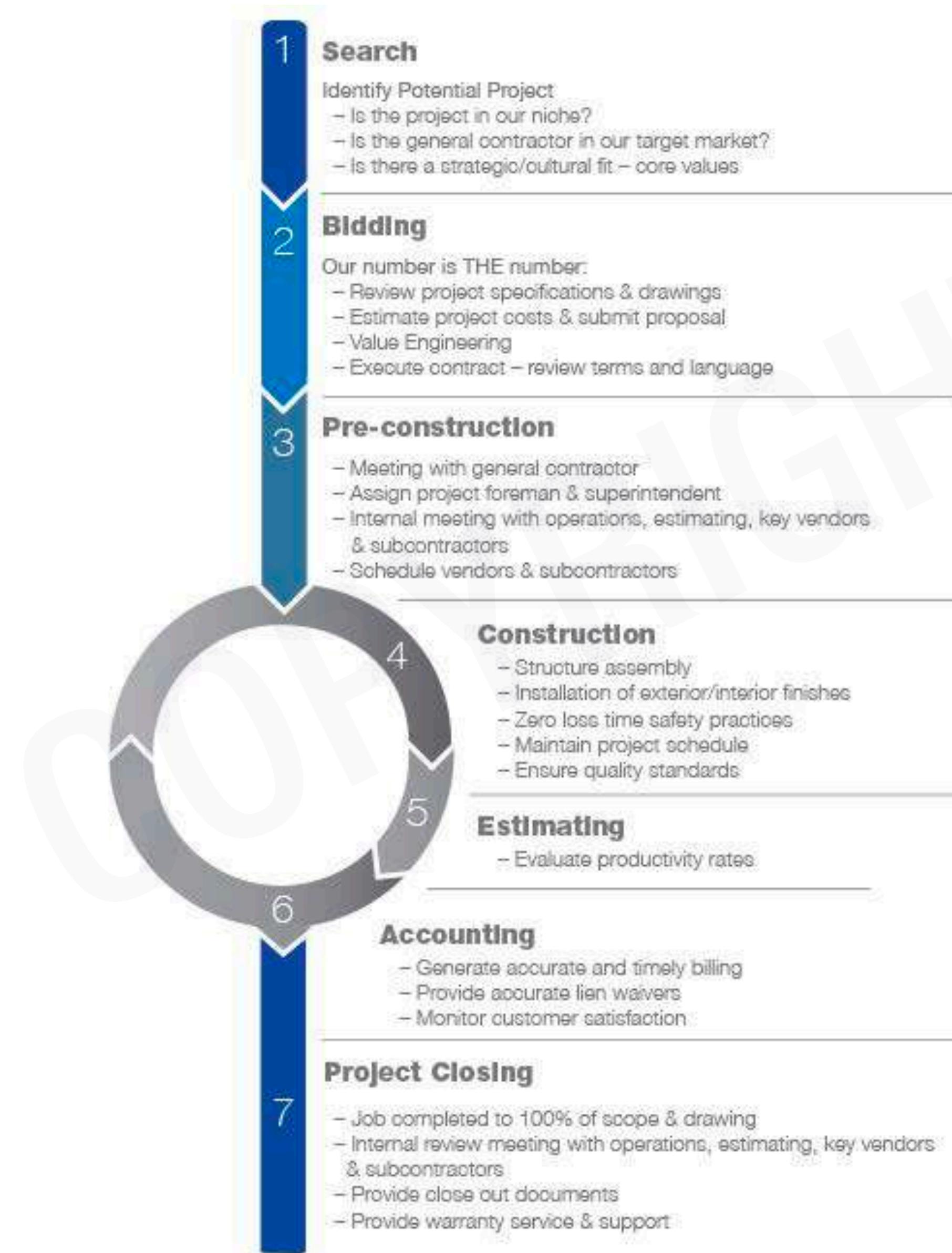
PRODUCT ON A PAGE EXAMPLES

The Big Picture | Getting Cashed Up with Inspire



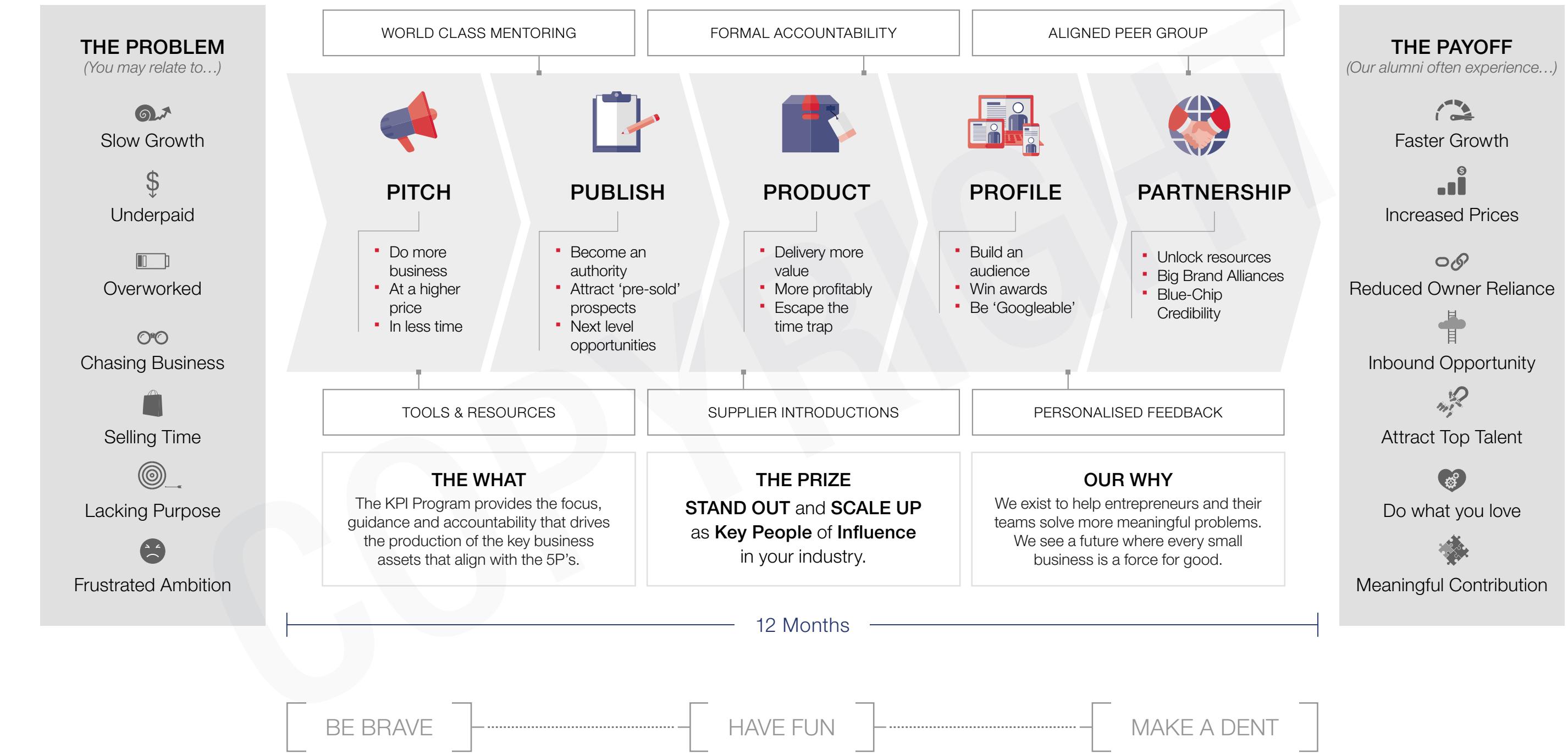
Look Under The Hood	Solve an Urgent Need	(optional)	Cut Tax	Capture Profit Control Cashflow Check Numbers Crank Business Value Cover Assets		Create Lifestyle	
				It's all sorted	Know Your Numbers	Get Cashed Up	My Family Prosperity
Second opinion on tax	Initial "Quick Win" Project		Proactive Tax & Accounting	Time saving Bookkeeping	Business coaching & advice	Wealth coaching & advice	
2 Hours	First Month		Year 1 and beyond	Year 1	Year 2	Year 3	
\$500	POA		From \$500 / m	From \$300 / m	From \$600 / m	From \$600 / m	
\$500 tax savings or its free	Get the ATO off your back		\$18k av. annual Tax Saving	Free up 20 hours	Double Profit & Days Off	Live the Goodlife	
PULL MORE MONEY TIME AND HAPPINESS FROM YOUR BUSINESS							
1YR ----->							3YRS

PRODUCT ON A PAGE EXAMPLES



PRODUCT ON A PAGE EXAMPLES

The Key Person of Influence® ACCELERATOR PROGRAM



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■ Environment Dictates Performance

Apply Now

- Read the book
 - Waiting lists may apply
- Visit Dent.Global/START

The Simple SCORECARD

The Scorecard

Give yourself 1 Point for each YES

TOTAL _____

HOW DID YOU GO? Rate Yourself.

$$0-3 = \dots$$

$$4-7 = \dots$$

Would you like to improve your score?

[Call To Action]

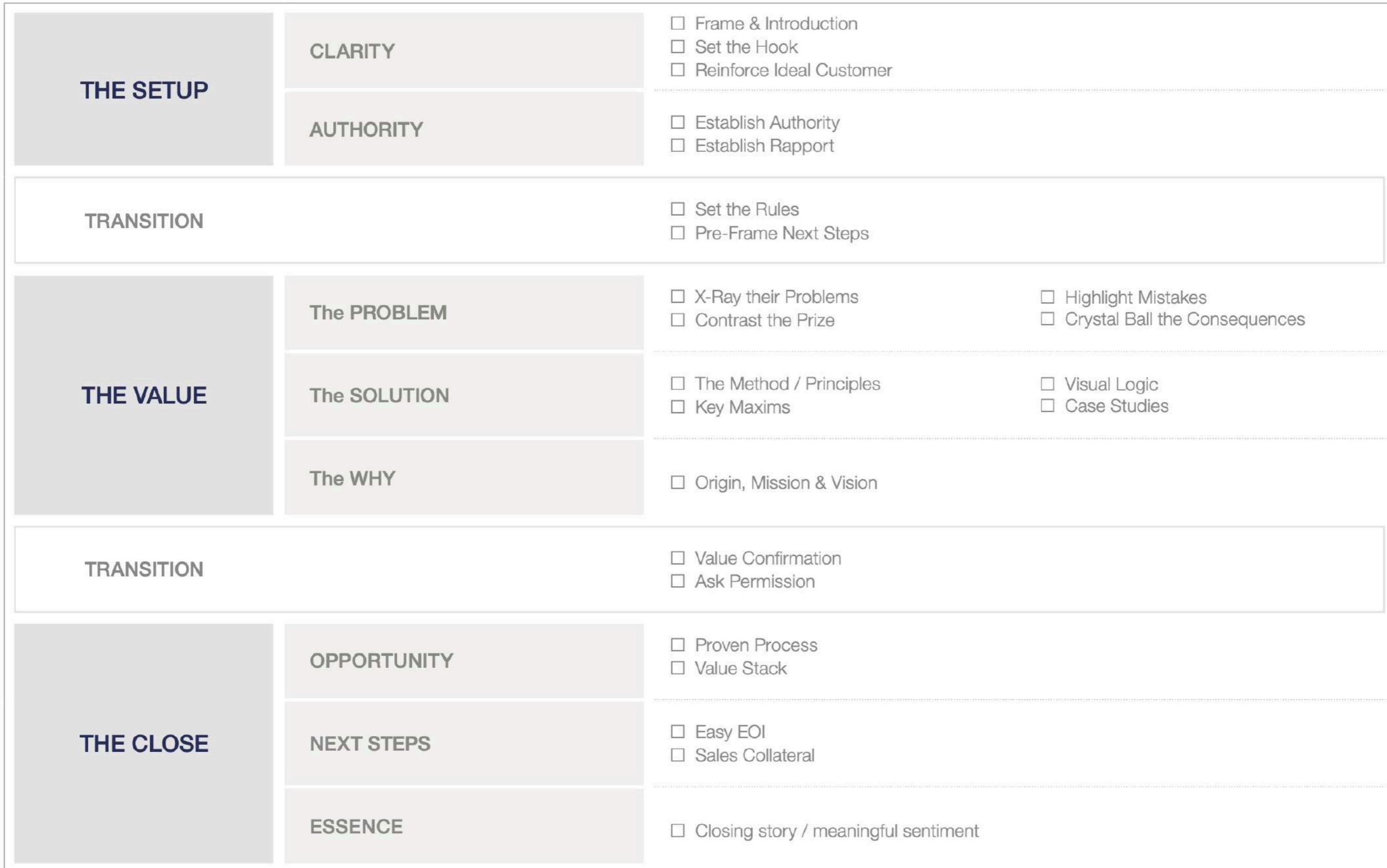
STRESS TEST

- I've repeated this process for each step in my method
 - I've added a 'bonus' category for an 'overall' score
 - Each Q's highlights a meaningful deficiency
 - Each Q can be linked to a feature of my product

- My Q's don't overtly qualify or sell. They diagnose.
 - I've used as few questions as possible.
 - The results give my prospects clarity and focus
 - The results compel my prospects to action.



THE CAPSTONE ‘PRESENTATION’



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