

We are:

Date:

CLARITY

Name:

Personal / Position / Company

Same:

Industry / Profession

Fame:

Specialty / Niche / Status / Results.

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):

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.

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.

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 overyears, acrosslocations.

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

CONTEXT

Some context for your audiences 3 dominant problems

Financial

Financial trends relevant to my audiences 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.

.....

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REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

.....

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.....

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

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.....
.....

SUM IT UP

Costs and consequences

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REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

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.....

FOCUS

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

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

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BREAK IT DOWN

What's the organising first principle?

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

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INSIGHT

What's a fundamental insight people need?

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

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.....

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

3 PAYOFFS

1.
2.
3.

PAYOFF 1

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

.....

The Explanation

.....

.....

PAYOFF 2

The Hook

.....

The Explanation

.....

.....

PAYOFF 3

The Hook

.....

The Explanation

.....

.....

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

WHAT & HOW

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

e.g. structured business mentoring program.

SIGNATURE METHOD

In a single sentence, introduce your signature method.

HOW

3 special features, paired with a benefit.

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

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

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

WHY YOU? WHY NOW?

Future focused, purpose driven, value creators.

I'm passionate about

.....

.....

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 you 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

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REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

SPECTATOR TO PARTICIPANT

a compelling offer that your listeners can get involved in.

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

PROPOSAL

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

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

WEDDING

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

HONEYMOON

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

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

CALL TO ACTION

What IMMEDIATE action do you want them to take?

.....

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.....

BE SPECIFIC

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

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MAINTAIN MOMENTUM

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

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

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Make a plan to ensure they don't happen.

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REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

.....

.....

REPUTATION

Remind them of the 'prize'

I/we want to be known for...

FEELING

How you want to leave your customers feeling.

I want to convey a sense of...

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.
 - 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

- | | WATCH | READ |
|--------|---|---|
| WATCH | <ul style="list-style-type: none">VideoSlide DeckKeynote Talk / Webinar | <ul style="list-style-type: none">Emails / BlogsArticles / PDF / ReportBuying Guide / BrochureBook / Mini Book |
| LISTEN | <ul style="list-style-type: none">3rd Party PodcastOwn PodcastSoundcloud Playlist | <ul style="list-style-type: none">Diagnostic / ScorecardSurveyQ&AChallenge |

- ☐ Bundles
- ☐ Sequences
- ☐ Bonuses
- ☐ Upsells

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 it's 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

	WATCH	READ
	LISTEN	DO

- ☐ 3rd Party Podcast
- ☐ Own Podcast
- ☐ Soundcloud Playlist

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

- ☐ Bundles
- ☐ Sequences
- ☐ Bonuses
- ☐ Upsells

THE CONCEPT GENERATOR | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

	BIG PICTURE CONCEPT PERSPECTIVE		
ANALYSIS LOGIC STRUCTURE	TREND <i>Past, present, future.</i>	IDEA <i>The concept in < 10 words.</i>	MAXIM + METAPHOR <i>A quote, metaphor, symbol, analogy, figure of speech etc.</i>
	MODEL <i>Show don't tell. Circles, squares, graphs & grids etc.</i>	EXPLANATION <i>Make your point. Sum it up in a punchy sentence or two.</i>	STORY <i>A journey of insight, struggle & victory.</i>
	STUDY <i>Proof, case studies, timelines, data & stats.</i>	ACTION <i>Tips, tasks, to do's and next steps.</i>	STRUGGLE <i>The Gap / Tension (pain / mistakes / resistance / dreams).</i>
	DETAILS PRACTICAL ACTION		

ENERGY | EMOTION | CONNECTION
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THE CONCEPT GENERATOR | Worksheet

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<div>THE DOWNSIDE</div> <div><i>Drawbacks / Cost / Consequence</i></div>	<div>TOPIC</div>	<div>THE UPSIDE</div> <div><i>Benefits / Advantages / Payoffs</i></div>
	<div>MISTAKES</div> <div><i>Doubts / Attitudes / Errors</i></div>	
<div>THE ULTIMATE DOWNSIDE</div>		<div>THE ULTIMATE UPSIDE</div>

STORY SELLING | Worksheet

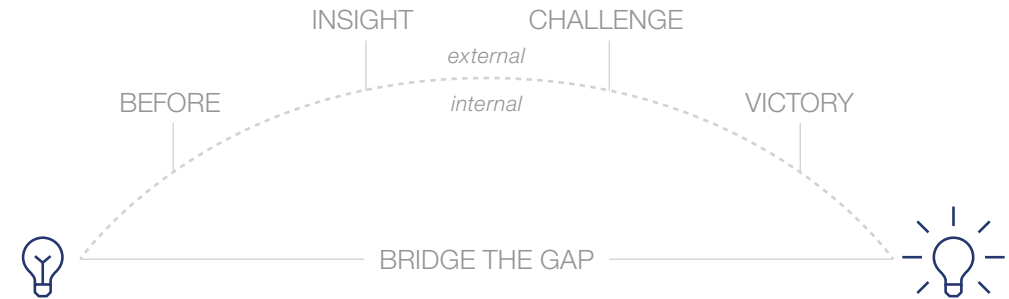
PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

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)*

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.*

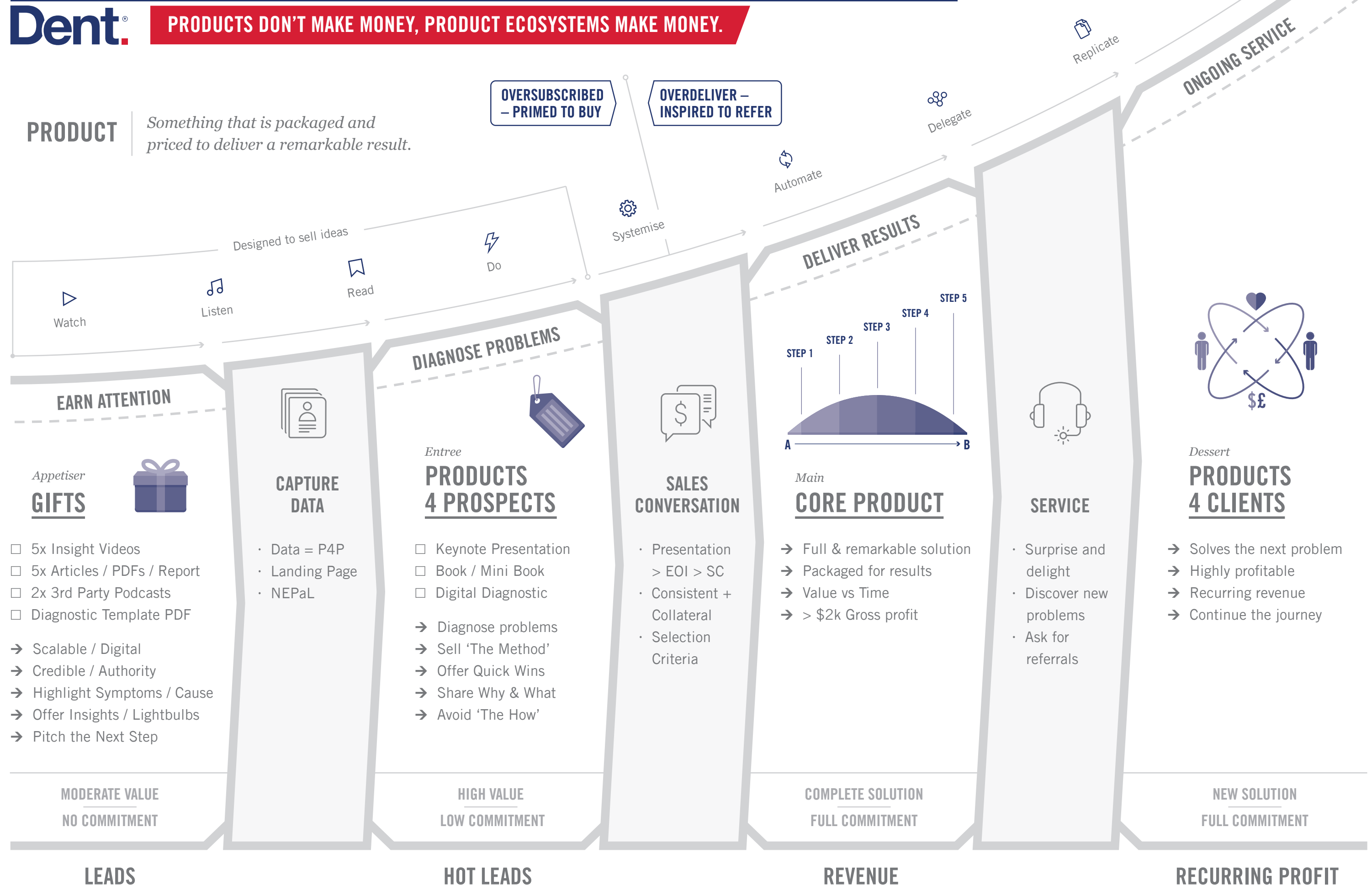


ASCENDING TRANSACTION MODEL

Dent®

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

• PITCH
• PUBLISH
• **PRODUCT**
• PROFILE
• PARTNER



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.

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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

<div>Feature</div> <div>Sub Feature</div> <div><div></div><div></div><div></div></div>	<div></div> <div><div></div><div></div><div></div></div>	<div></div> <div><div></div><div></div><div></div></div>
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We are:

Version:

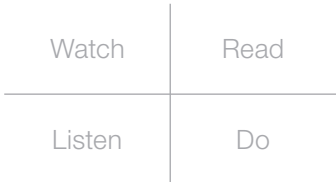
Date:

NAME

SPECIAL FEATURES

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

MULTIMEDIA



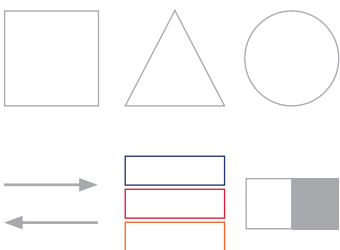
ENVIRONMENT

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

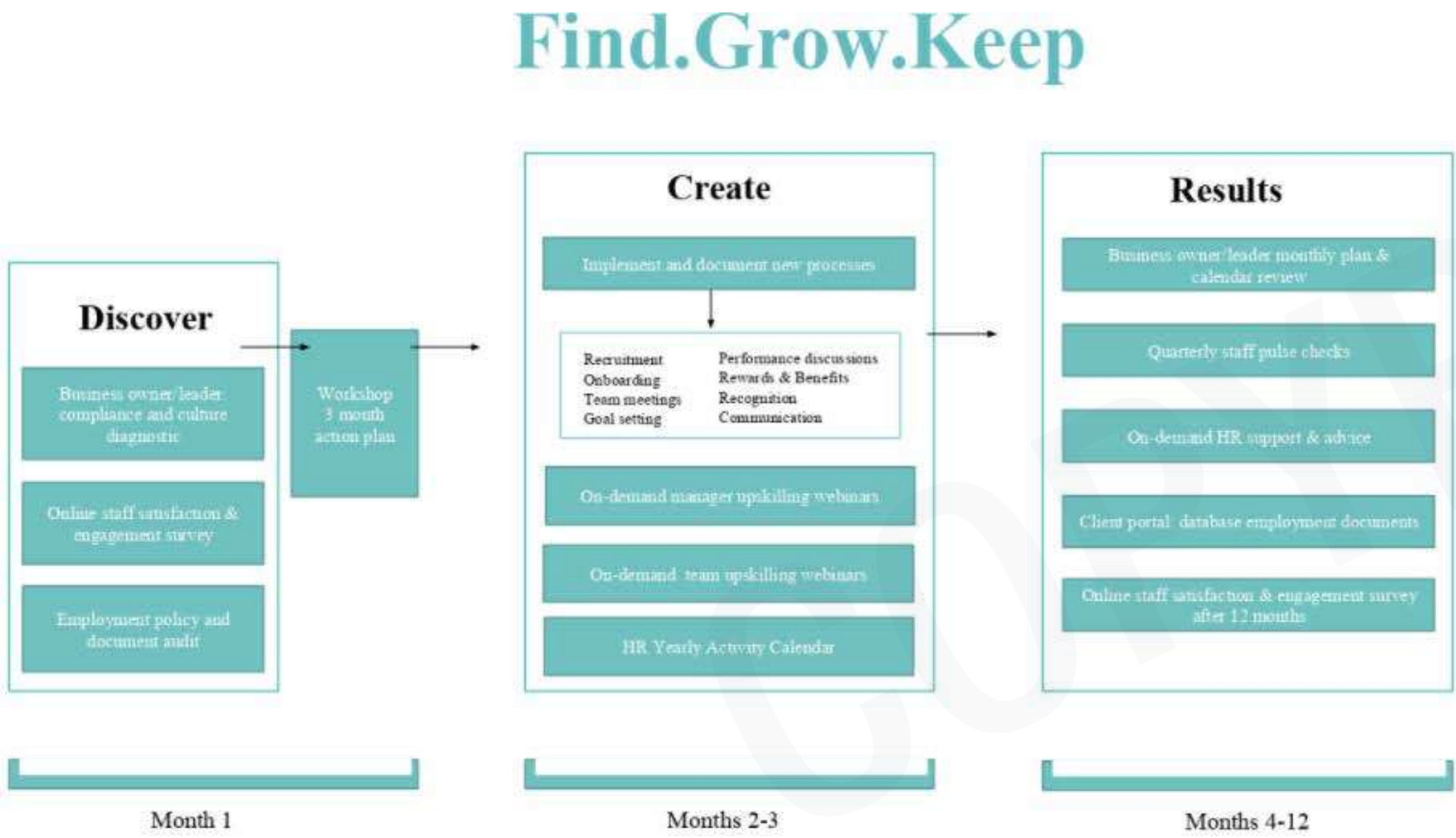
The Name,
The Pain,
The Prize,
The Payoff,
Your Why,
Your Values etc...

PRINCIPLE METHOD

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

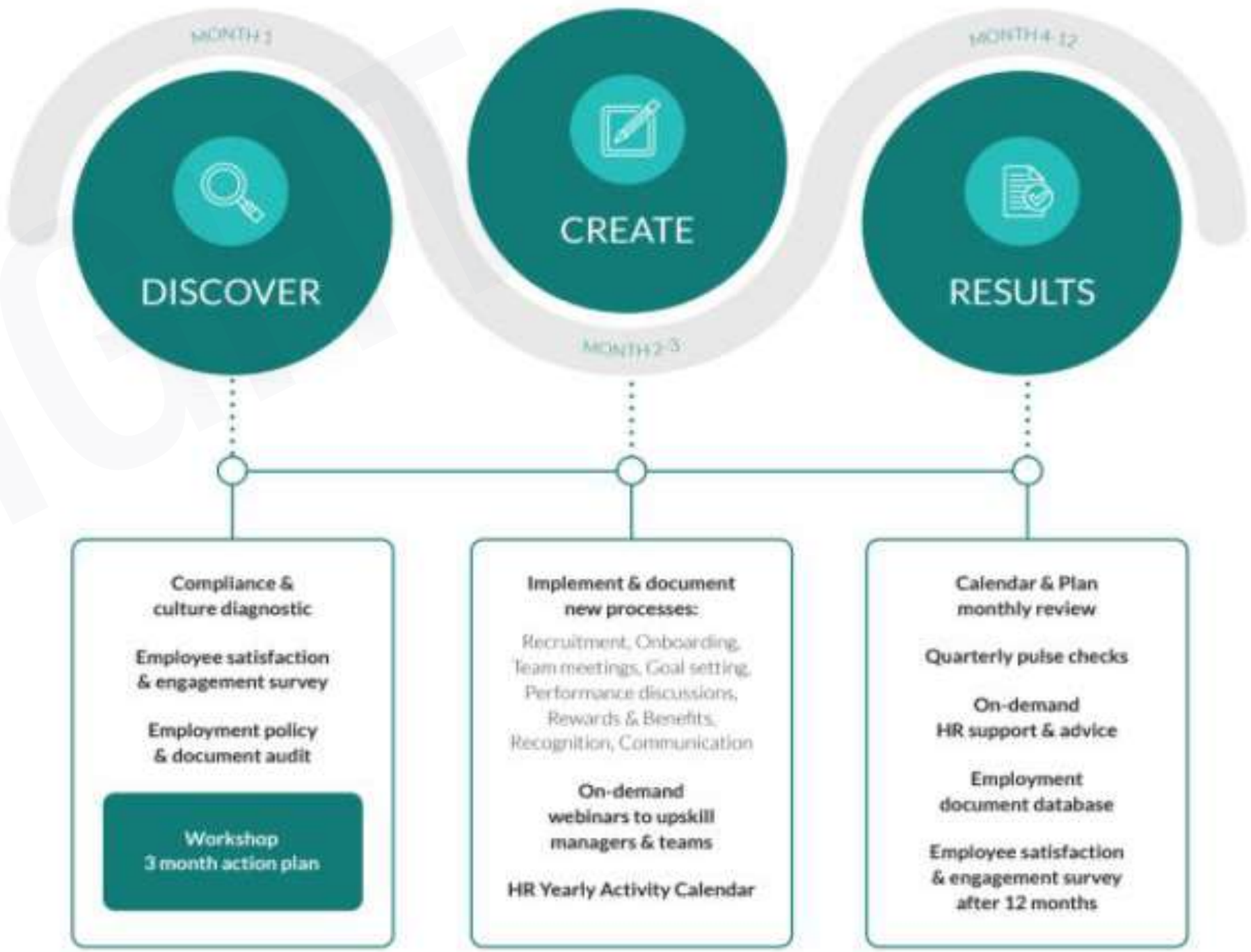
SOME IDEAS

BEFORE



AFTER

Find.Grow.Keep



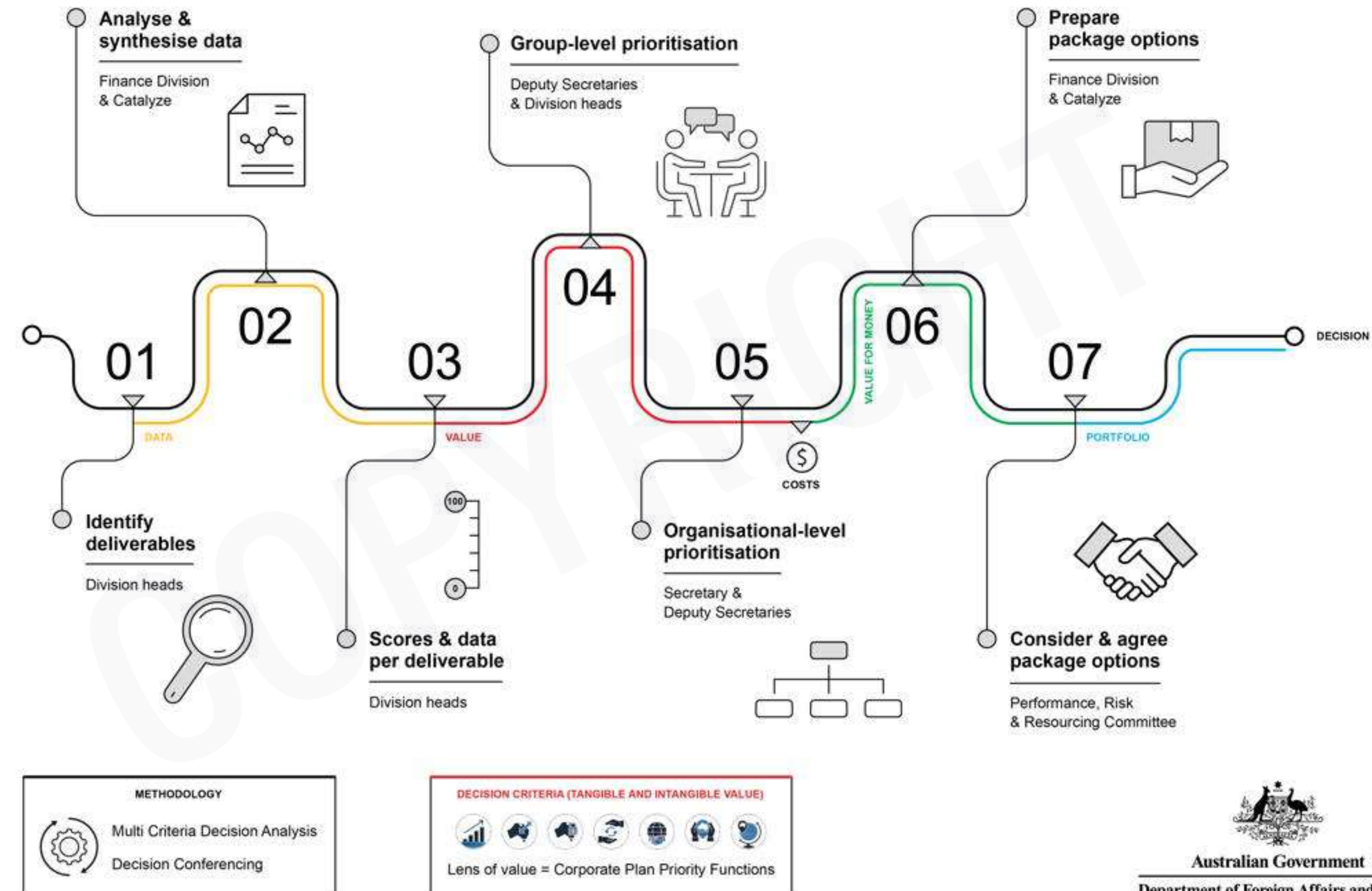
PRODUCT ON A PAGE EXAMPLES



Departmental Prioritisation Exercise 2020

STRUCTURED DECISION PROCESS

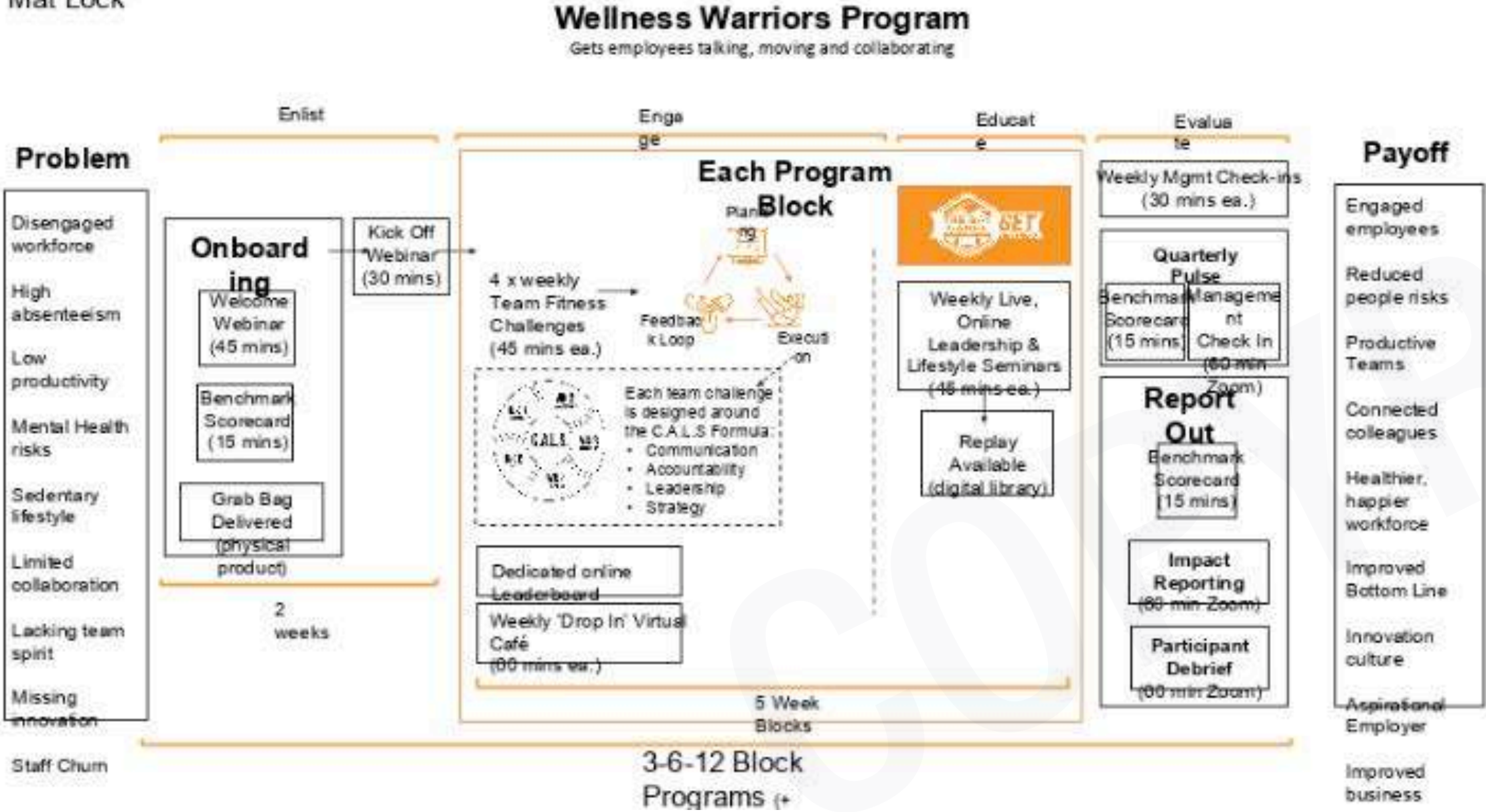
PRODUCT ON A PAGE EXAMPLES



SOME IDEAS

BEFORE

Mat Lock



AFTER

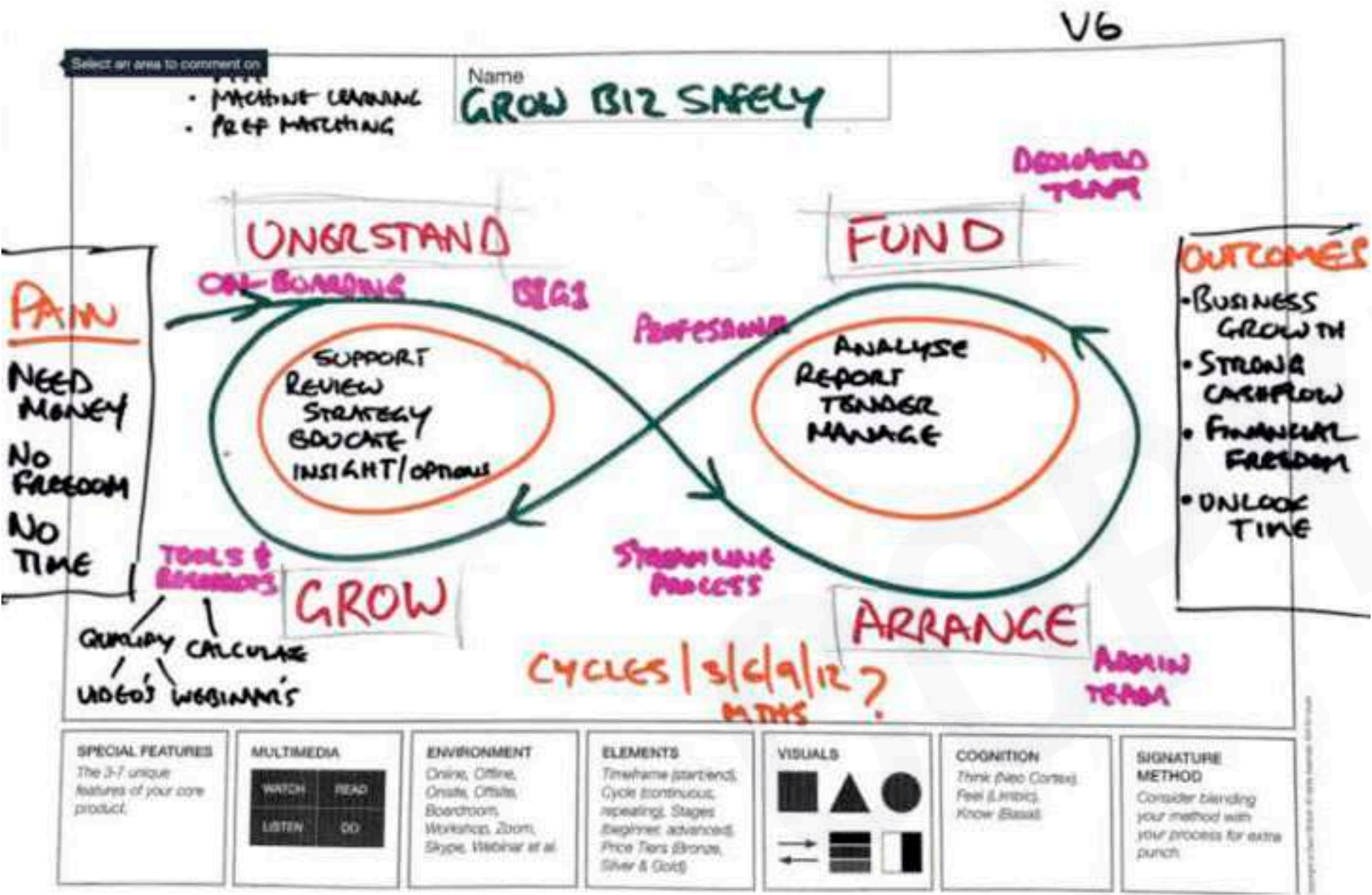
WELLNESS WARRIORS PROGRAM

GETS EMPLOYEES TALKING, MOVING AND COLLABORATING

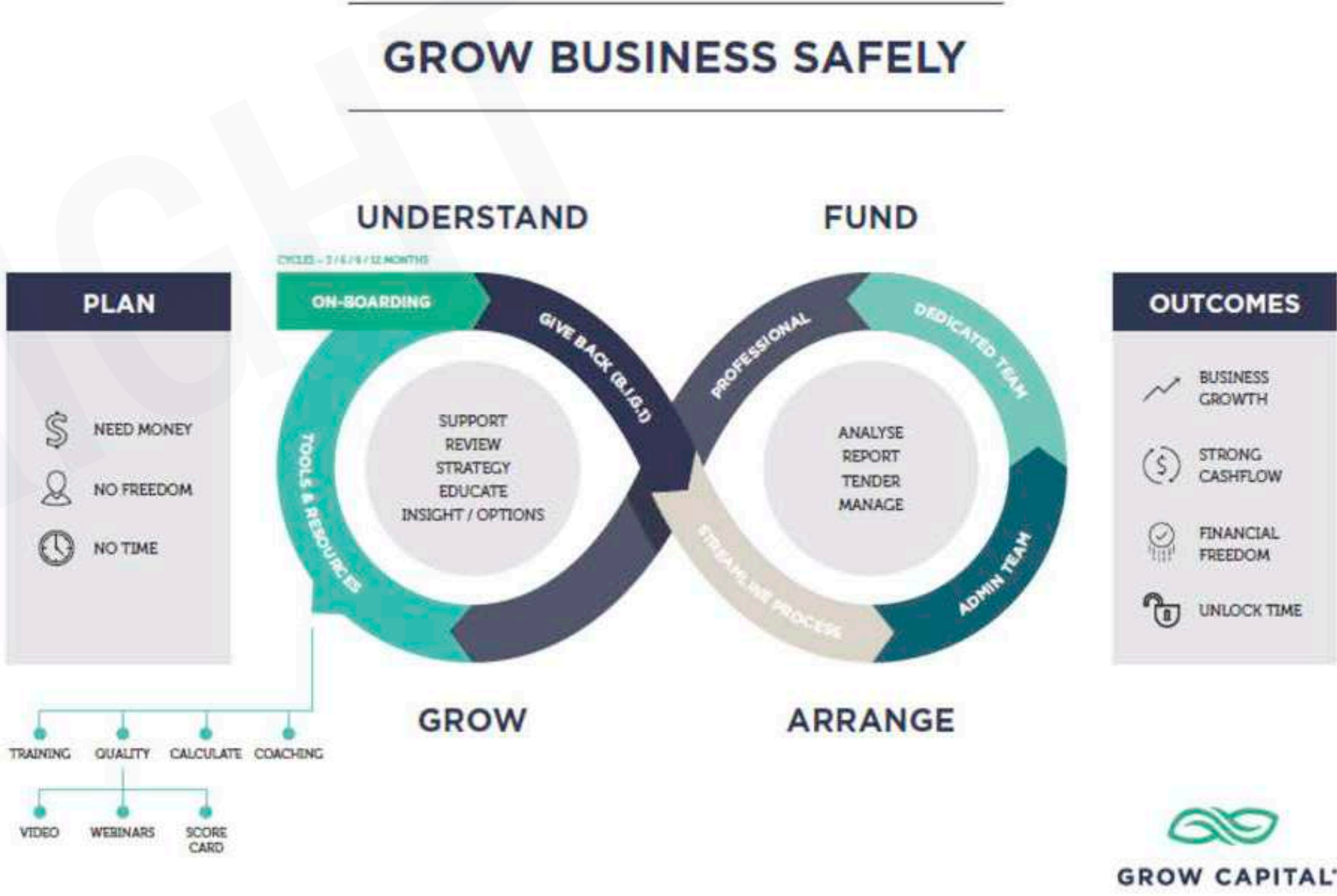


SOME IDEAS

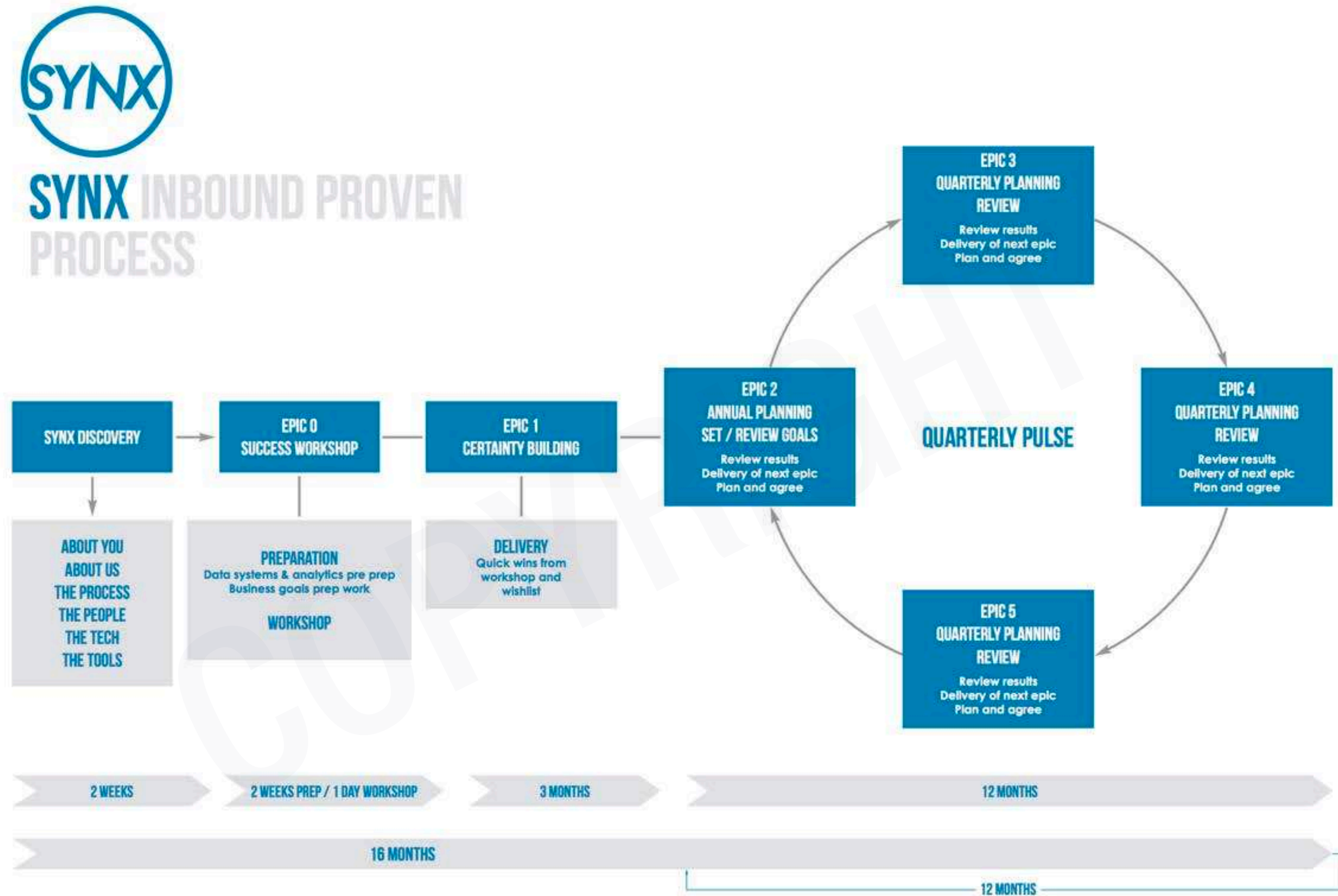
BEFORE



AFTER

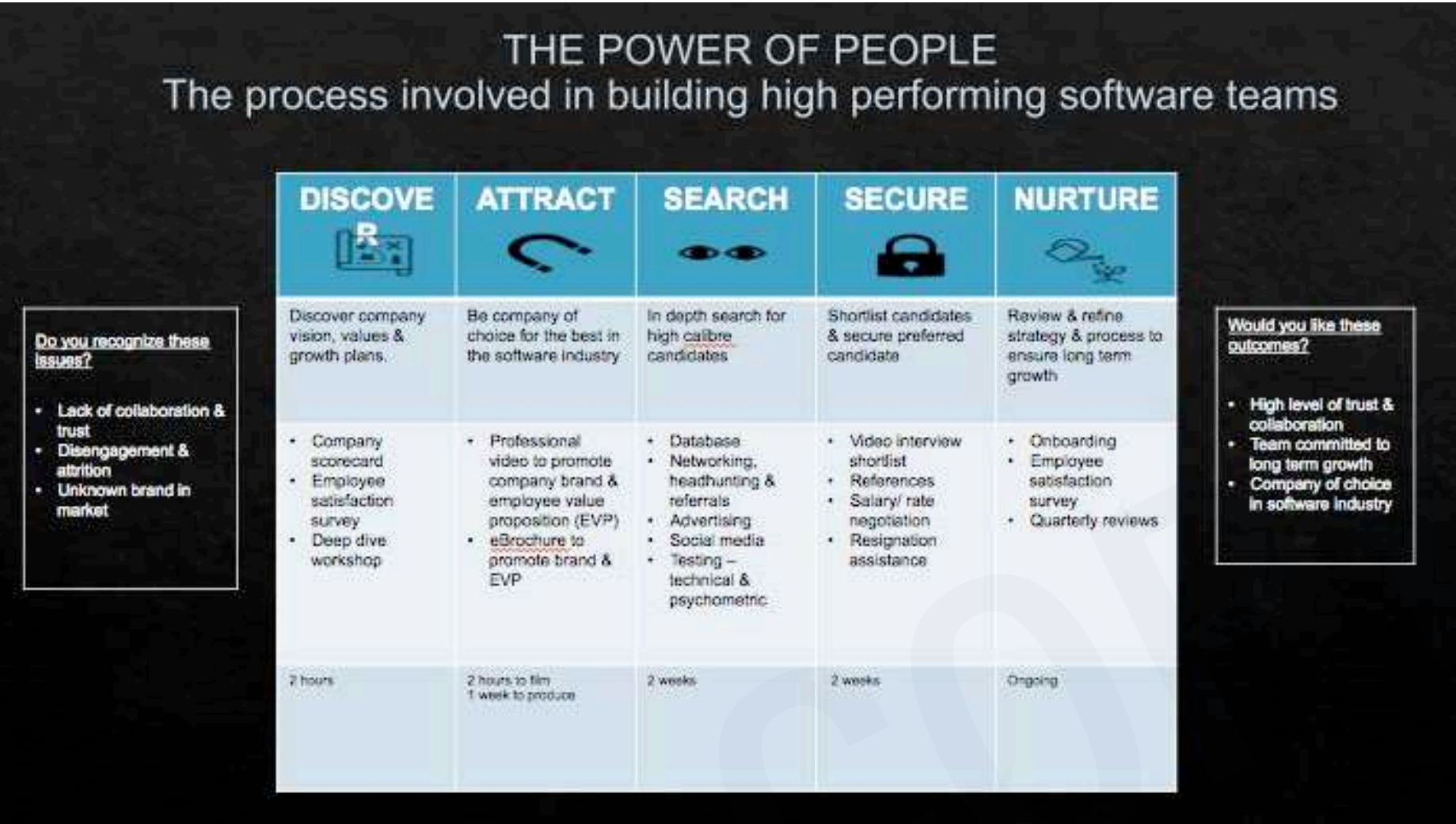


PRODUCT ON A PAGE EXAMPLES



SOME IDEAS

BEFORE



AFTER

THE POWER OF PEOPLE

THE PROCESS INVOLVED IN BUILDING HIGH PERFORMING SOFTWARE TEAMS



B E F O R E

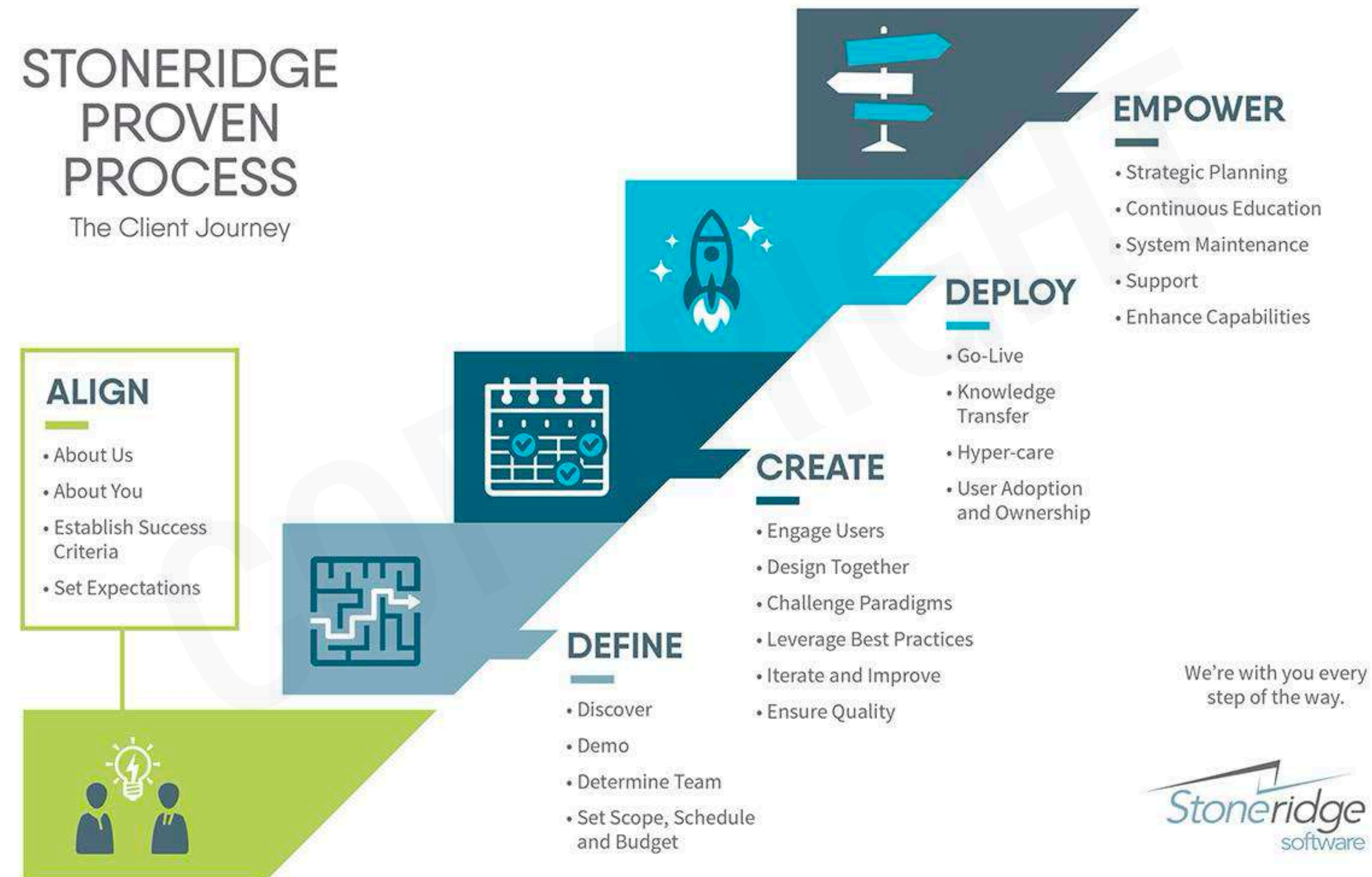


THE PROPERTY WEALTH ACCELERATOR

TRUE FREEDOM BEGINS WITH A CONSTANT CASH FLOW



PRODUCT ON A PAGE EXAMPLES



PRODUCT ON A PAGE EXAMPLES



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

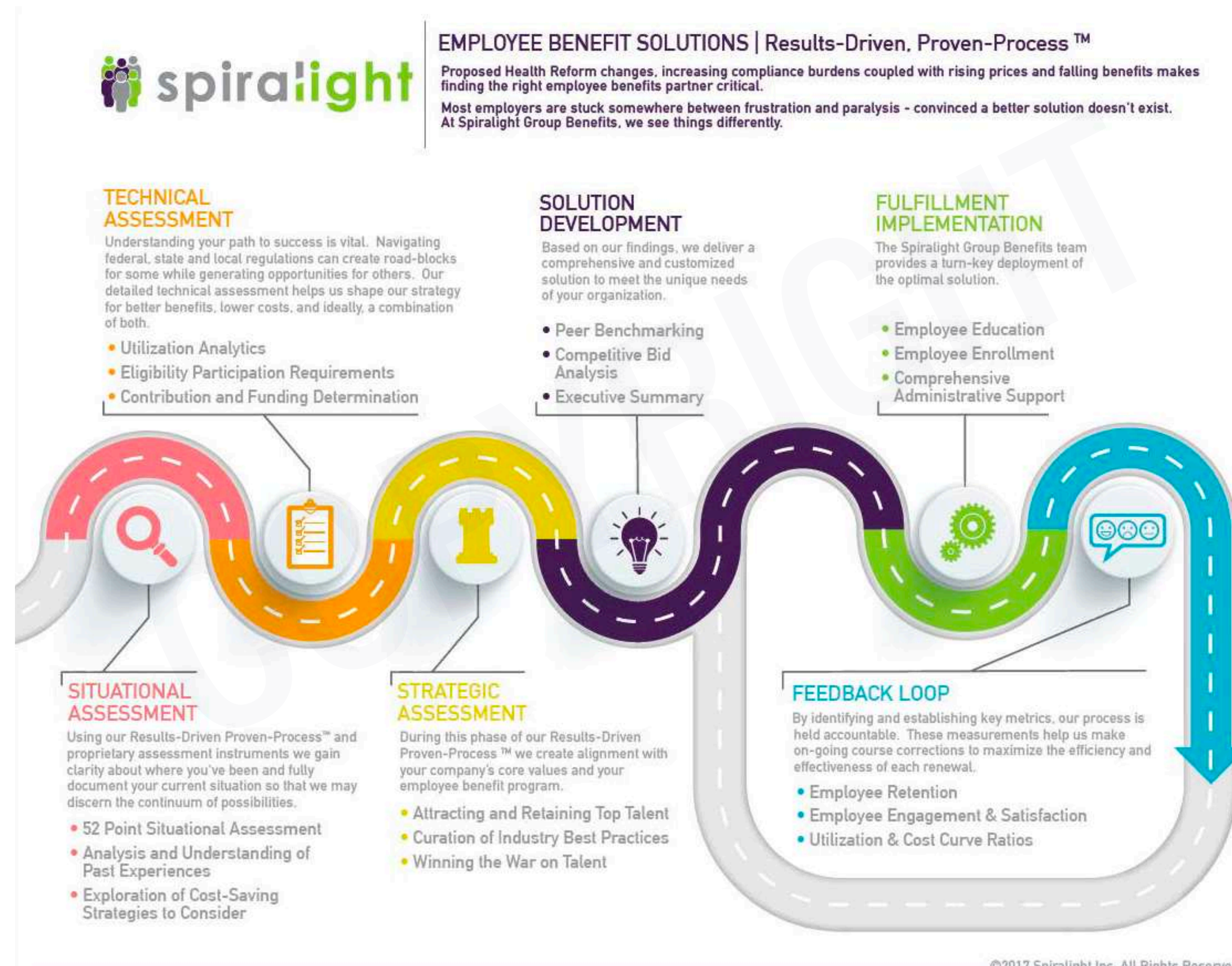
The name matters.

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.



PRODUCT ON A PAGE EXAMPLES



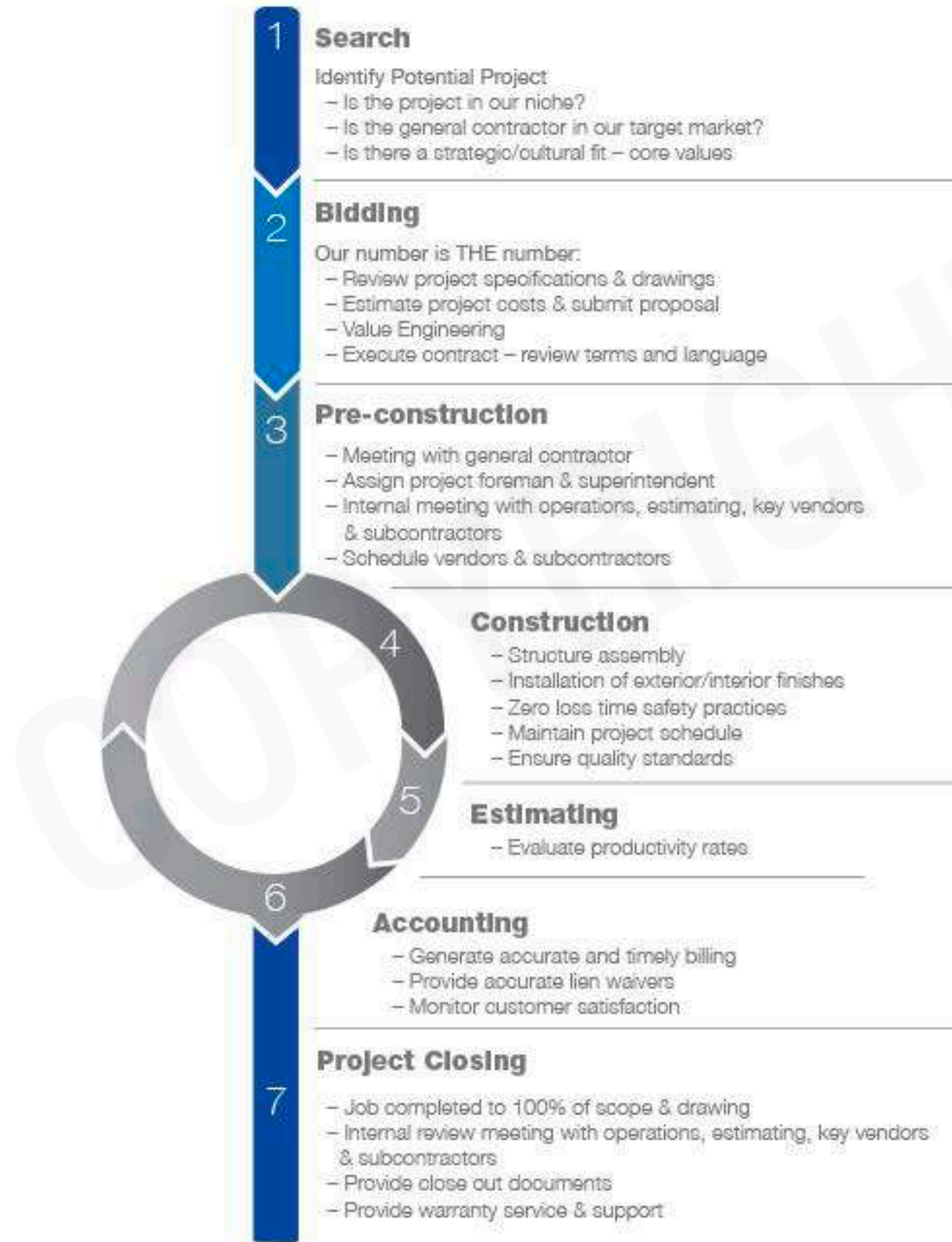
PRODUCT ON A PAGE EXAMPLES

The Big Picture | Getting Cashed Up with Inspire



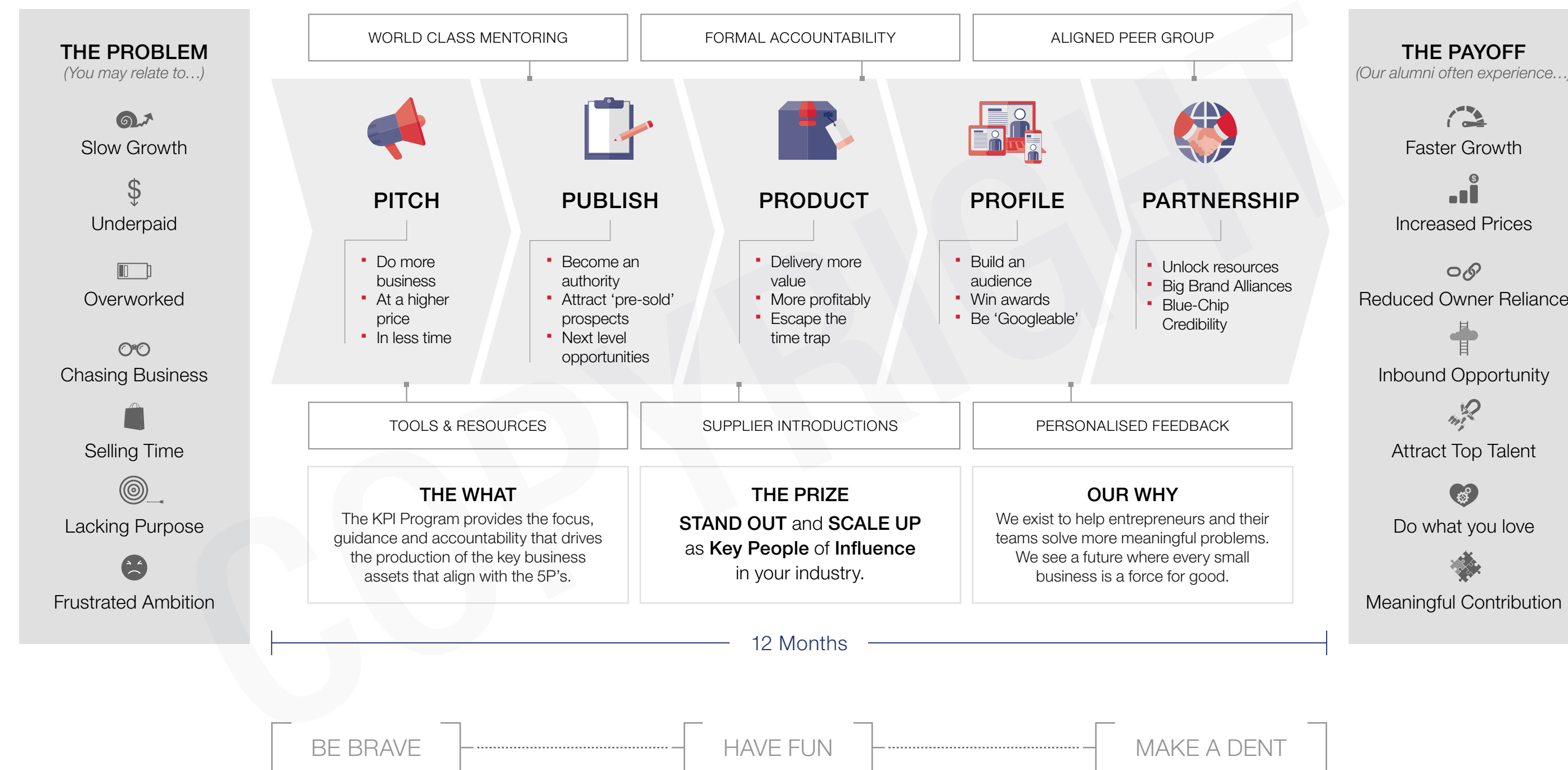
	(optional)	Cut Tax	Capture Profit Control Cashflow Check Numbers Crank Business Value Cover Assets		Create Lifestyle
Look Under The Hood	Solve an Urgent Need	It's all sorted	Know Your Numbers	Get Cashed Up	My Family Prosperity
Second opinion on tax	Initial "Quick Win" Project	Proactive Tax & Accounting	Time saving Bookkeeping	Business coaching & advice	Wealth coaching & advice
2 Hours \$500	First Month POA	Year 1 and beyond From \$500 / m	Year 1 From \$300 / m	Year 2 From \$600 / m	Year 3 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



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

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

TOTAL

HOW DID YOU GO? Rate Yourself.

0-3 =

4-7 =

8-10 =

Would you like to improve your score?

[Call To Action]

STRESS TEST

- | | |
|--|---|
| <input type="checkbox"/> I've repeated this process for each step in my method | <input type="checkbox"/> My Q's don't overtly qualify of sell. They diagnose. |
| <input type="checkbox"/> I've added a 'bonus' category for an 'overall' score | <input type="checkbox"/> I've used as few questions as possible. |
| <input type="checkbox"/> Each Q's highlights a meaningful deficiency | <input type="checkbox"/> The results give my prospects clarity and focus |
| <input type="checkbox"/> Each Q can be linked to a feature of my product | <input type="checkbox"/> The results compel my prospects to action. |



THE CAPSTONE 'PRESENTATION'

THE SETUP	CLARITY	<input type="checkbox"/> Frame & Introduction <input type="checkbox"/> Set the Hook <input type="checkbox"/> Reinforce Ideal Customer	
	AUTHORITY	<input type="checkbox"/> Establish Authority <input type="checkbox"/> Establish Rapport	
TRANSITION		<input type="checkbox"/> Set the Rules <input type="checkbox"/> Pre-Frame Next Steps	
THE VALUE	The PROBLEM	<input type="checkbox"/> X-Ray their Problems <input type="checkbox"/> Contrast the Prize	<input type="checkbox"/> Highlight Mistakes <input type="checkbox"/> Crystal Ball the Consequences
	The SOLUTION	<input type="checkbox"/> The Method / Principles <input type="checkbox"/> Key Maxims	<input type="checkbox"/> Visual Logic <input type="checkbox"/> Case Studies
	The WHY	<input type="checkbox"/> Origin, Mission & Vision	
TRANSITION		<input type="checkbox"/> Value Confirmation <input type="checkbox"/> Ask Permission	
THE CLOSE	OPPORTUNITY	<input type="checkbox"/> Proven Process <input type="checkbox"/> Value Stack	
	NEXT STEPS	<input type="checkbox"/> Easy EOI <input type="checkbox"/> Sales Collateral	
	ESSENCE	<input type="checkbox"/> Closing story / meaningful sentiment	

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