

Course 2, Lesson 7: Storytelling for Sales (The "Invisible Pitch")

1. Core Concept & Learning Objective

Concept: People *love* to buy, but they *hate* to be "sold." Stop "selling" and start "storytelling." The "Invisible Pitch" is a 3-part framework (Problem, Agitate, Solve) that weaves your "paid solution" (your MVO) into a high-value "teaching" video. It provides 90% value and 10% pitch, so the "sale" feels like the *obvious next step*, not a sleazy interruption.

Learning Objective: By the end of this lesson, you will **analyze** the 3-part "Problem, Agitate, Solve" (PAS) framework. You will **deconstruct** a "salesy" video and a "story" video, and **write** 3 "Invisible Pitch" scripts for your MVO (from C1, L7) that you can use in your content.

2. Interactive Content Activities (3 Activities)

Activity 1: The "PAS" Framework Teardown (Case Study Analysis)

- **Description:** We're deconstructing the #1 sales framework for short-form video: Problem, Agitate, Solve.
- **Instructions:**
 1. Find a "teaching" video on your feed (one that's not just a trend).
 2. Analyze it for the "PAS" framework:
 - **P (Problem):** How did they "hook" you by stating your exact problem? (e.g., "Stop making this mistake when you...")
 - **A (Agitate):** How did they "agitate" the problem? (e.g., "This is why you're losing [X]... and it's costing you [Y]...")
 - **S (Solve):** How did they "solve" it? (e.g., "Here is the 3-step fix..." - This is the 90% value).
 - **Expected Outcome:** You will see this 3-part "PAS" structure in every successful teaching/sales video.

Activity 2: "Salesy" vs. "Story" (Case Study Analysis)

- **Description:** We're going to compare two videos to spot the difference.
- **Instructions:**
 1. **Find a "Salesy" Video:** Go find a video that is *clearly* just a "buy my stuff" ad.
 - Ask: How does this make me *feel*? (Annoyed, bored, "skip").
 2. **Find a "Story" Video:** Find a video that *tells a story* (e.g., "How I failed...") and *then* pivots to a solution.
 - Ask: How does this make me *feel*? (Understood, inspired, curious).
- **Expected Outcome:** A visceral understanding that "story" (PAS) pulls you in, while "selling" pushes you away.

Activity 3: Writing Your "Invisible Pitch" Scripts (Creative Development)

- **Description:** Now you write. We're going to use the "PAS" framework to "invisibly" pitch your MVO (from Course 1).
- **Instructions:**
 1. **MVO (from C1, L7):** (e.g., "My \$150 'Podcast Tech' Power Hour").
 2. **Write 3 "PAS" scripts:**
 3. **Script 1 (The "Mistake" Hook):**
 - P: "Stop buying \$1,000 mics you don't need."
 - A: "You're wasting money *before* you've even validated your idea, and 'tech fear' is why you haven't launched."
 - S: "Here are 3 *free* ways to make your iPhone sound pro... Btw, if you want my full 'low-cost' tech list and 1:1 setup, that's what I do in my '\$150 Power Hour.' Link in bio."
 4. **Script 2 (The "How-To" Hook):**
 - P: "Here's how to edit your podcast in 15 mins..."
 - A: "But most people get stuck in 'editing hell' for 3 hours..."
 - S: "Use [This 1 Tip]. And if you want my *full* 15-min template, I give it away in my '\$150 Power Hour.' Link in bio."

- **Expected Outcome:** A "Sales Script" document with 3 *ready-to-film* "Invisible Pitch" videos that provide 90% value and 10% pitch.

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The "Invisible Pitch" Script Pack

- **Description:** This is your 3-pack of high-conversion "sales" videos. These scripts prove you know how to sell without "selling."
- **Step-by-Step Instructions:**
 1. Create a new document titled "[Your Name] - Invisible Pitch Scripts."
 2. **Section 1: My MVO (The "Solve")**
 - List your MVO (from C1, L7) as the "Solution" all scripts will point to.
 3. **Section 2: Script 1 (PAS - "Mistake" Hook)**
 - Write the full 3-part script.
 4. **Section 3: Script 2 (PAS - "How-To" Hook)**
 - Write the full 3-part script.
 5. **Section 4: Script 3 (PAS - "Controversial" Hook)**
 - Write the full 3-part script.
- **Evaluation Criteria:**
 - *Excellent:* Scripts use the PAS framework perfectly. The "P" and "A" are emotional and specific. The "S" (the 90% value) is *genuinely helpful*. The 10% pitch (the MVO) is the *obvious* next step.
 - *Adequate:* The script is 90% pitch, 10% value. It's just a "salesy" ad. The "P" is weak, and the "S" is just "buy my stuff."
 - **Connection to Final Project:** This "Invisible Pitch" Script Pack is Section 7: The "Story-Selling" Scripts of your Viral Velocity Strategy & Portfolio. These are your "money-making" videos that you will sprinkle into your content calendar (L9).

4. End-of-Lesson Assessment (7 Questions)

1. (MC) What is the 3-part "Invisible Pitch" framework?

- A) Sell, Sell, Sell
 - B) Hook, Story, CTA
 - C) Problem, Agitate, Solve (PAS)
 - D) Feature, Benefit, Price
2. (MC) In the "PAS" framework, the 90% "value" portion is the:
- A) Problem
 - B) Agitate
 - C) Solve
 - D) The 10% pitch at the end.
3. (MC) The "Invisible Pitch" is designed to make your offer feel like:
- A) A sleazy, high-pressure sales pitch.
 - B) The *obvious and helpful next step* for the viewer.
 - C) A random interruption.
 - D) A discount.
4. (SA) What does "Agitate" mean in the "PAS" framework?
5. (SA) What is the *psychological* difference between a "Salesy" video and a "Story" (PAS) video?
6. (SA) Your MVO is "a \$50 Meal Plan." What is a "P" (Problem) hook for this?
7. (Scenario) A student's "Solve" section is: "So, if you're struggling, just buy my \$200 workshop. It's great." What "Drill Sergeant" feedback would you give them?

Correct Answers: 1(C), 2(C), 3(B) 4. (Example) *It means "twisting the knife."* You make the "Problem" real by talking about the consequences or cost of not solving it. 5. (Example) "Salesy" feels like an attack (you're "selling" at me). "Story" (PAS) feels like empathy (you "understand my problem" and you're "helping" me). 6. (Example) "Stop wasting 3 hours in the grocery store..." or "You think you're eating 'healthy,' but you're not..." 7. (Example) "That's not a 'Solve'; it's a 'Demand.' You skipped the 90% value. You must teach them something first. 'Solve' the problem with 1-2 free tips, then pivot to the workshop as the "fast-track" solution."

