

Sell from the Stage without Being Smarmy

Science + Art Art	Price Point: Lead or Profit (Callan Rush)
Science:	
Everything leads to	
SELL FROM THE STAGE ROADMAP	YOUR PATH TO SUCCESS
	Mindset:
Ideal Client	$\frac{\text{Mindset} \rightarrow \text{Behavior} \rightarrow \text{Results}}{2}$
Problem	Connect/Relate/Right Content
Solution	Right Offer:
	Bonuses:
Your Offer	Urgency:
	Guarantee:

<u>STRUCTURE</u>	MAKING YOUR OFFER
Dawer Opening	Permission
Power Opening Your Story	Big Benefit
P Point #1 : What it is, what to do, why, a bit of how, story, seeding/what still need	Benefits of Each Part
R Formula + story, seeding/what still need E Point #2 : What it is, what to do, why, a bit of how, story, seeding/what still need	Features
M	Logistics
Point #3 : What it is, what to do, why, a bit of how, story, seeding/what still need	Juxtapostion- regular price, deal
E Your Offer	Bonuses
Power Close	Urgency (limiter)
	Exactly what to do
Mistakes Speakers Make:	Power Close
Educational program, then the offer on the end.	
Too much	WHEN YOU CAN'T SELL
Seeding =	DECIDE IF THIS BUSINESS MODEL
Show them the they still have	IS RIGHT FOR YOU
Make the graceful shift to your offer; no duct tape!	
Serve with your offer!	
Notes:	

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