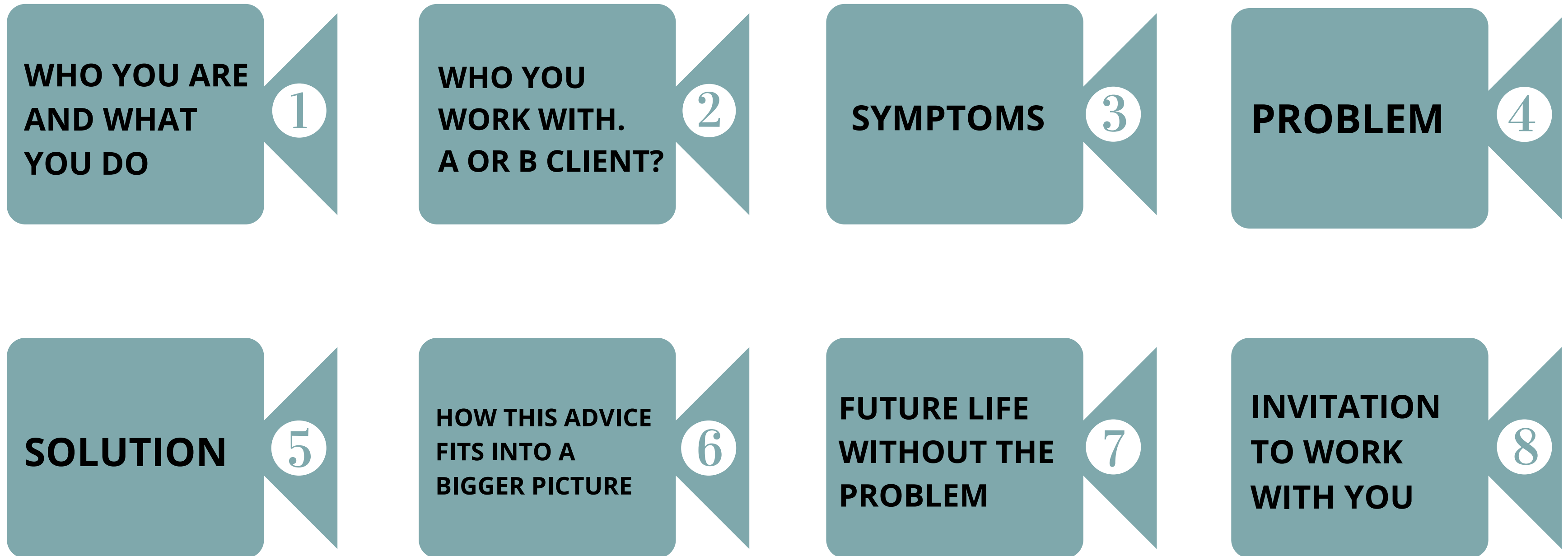


# 8 POINTS FOR ON PURPOSE VIDEO





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## 1 WHO YOU ARE & WHAT YOU DO

For example 'I Take Presenters from Good to World Class' Keep this super simple and clear! No Fluff, no extra words, no hesitation.

## 2 WHO YOU WORK WITH. IS IT YOUR A OR B CLIENT?

Using the template of 'YOUR CLIENTS 4 FORCES' identify for your audience if they're your A or B Client.

(Left side of chart or Right?)

Are they chasing their Dreams or are they wanting their current Personal or Business problems solved to stop Frustration or Pain Points? Are they Starting Up or Advanced? What Program do they fit into?

*A Client wants to speed the process up*

*B Client wants to move away from frustration*

## 3 SYMPTOMS

What are the symptoms they'll be experiencing due to the problem? How will this be showing up in their Personal and Business life? What will they be seeing and feeling?

*You'll probably be experiencing X Y & Z*

Example: A Symptom of not being Authentic on video is Procrastination and that leads eventually to self loathing and frustration.

## 4 PROBLEM

Now tell them what the problem is likely to be. For example, a Symptom of not being Authentic on video is Procrastination and that leads eventually to self loathing, as they know Video works but you're still not doing it and this has been going on for months if not years.

The problem isn't 'Procrastination, the problem is WHY ARE THEY PROCRASTINATING? That problem of not being Authentic, I can fix, I have a solution for that to make that problem go away.



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### 5 SOLUTION

What's the solution I have that I'll give away today? TIP / ADVICE / EDUCATION

### 6 HOW THIS ADVICE FITS INTO THE BIGGER PICTURE

We don't just give advice away without explaining its part of a bigger picture. For example, I give away advice on the difference between a Problem and Symptom, however I also make sure they know it's part of a bigger framework that I teach in X Y or Z Program and this makes more sense when its contextualised.

### 7 FUTURE LIFE WITHOUT THE PROBLEM

I also call this 'THE BRIDGE'. When you've given them the whole framework, what does their Personal / Business life look like?

### 8 INVITATION TO WORK WITH YOU

What does working with you look like?

Is there an opportunity to work with you?

How much personalised attention will they get where you'll actually help them to apply your tips to their life/business.

***Is it clear what they need to do to have that conversation with you?***

Andrew Eggelton