

Assignment Eight: Teaching Your Avatar To Be Your Customer

Now that you've got your story figured out, this section should be REALLY easy.

All we're doing in assignment 8 is figuring out how we're going to TEACH our "Big Idea" to our avatar so they get dragged down the path to becoming our customer.

Remember, our "Big Idea" is the "hook" of our sales video. It's the "bait" that gets your avatar to watch your video in the first place.

Even though this is the "Teaching" section of our video, we need to remember that EVERYTHING in our sales video is angled, tuned and refined to push towards the sale.

Which is why I call it "Teaching your Avatar to be your customer."

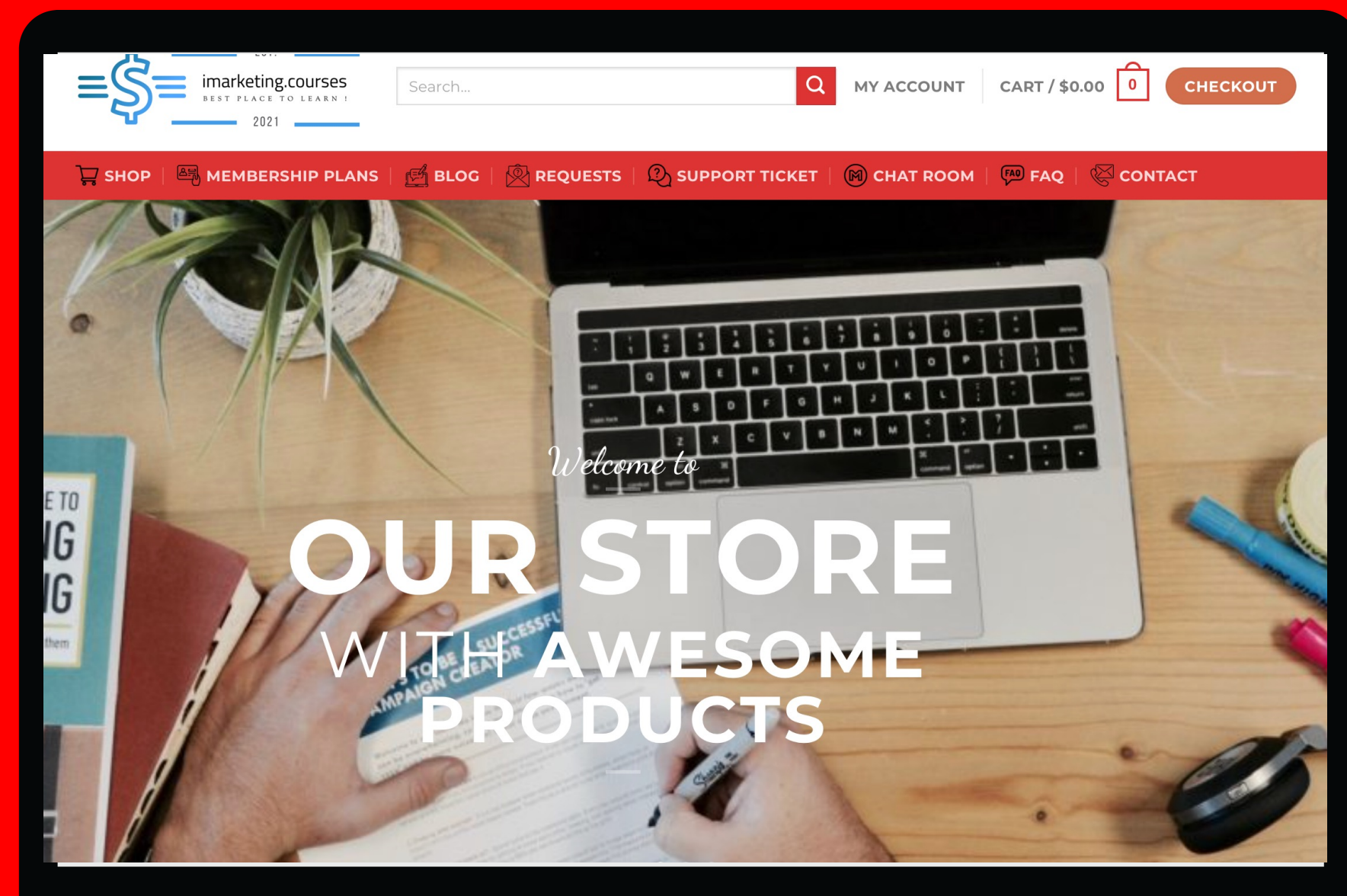
For example, in Text Your Wife Into Bed my "Big Idea" is that TEXT MESSAGING is the best way to get your wife, girlfriend or any woman to want to go to bed with you.

My "logic chain" for my big idea is . . .

1. Women in their 30's and 40's have HIGHER sex drives than men do. (Most guys can't believe this. It undercuts the assumption many guys have that women just "don't like sex" and makes them feel like it's something about THEM that's keeping them from getting what they want.) **(Proof: Scientific studies on women's libidos.)**
2. Women are turned on by certain kinds of "romantic" (and dirty) LANGUAGE. **(Proof: Romance novels sell like crazy. Note that I also "Pace" the guys experience by showing them what turns THEM on in the video as well.)**
3. The best way to deliver the right kind of "romantic" and dirty language to your woman is over TEXT message. **(Proof: Personal Experience, case studies of married friends, testimonials from customers, testimonials from WOMEN who have seen the program.)**

(I also spend some time talking about why flowers and candy and other "romantic" ideas don't work, countering the commonly held belief that you buy your way into a woman's bed.)

By the time I get to the "product transition" in my video my prospects should be agreeing with me that TEXTING is an almost "Magical" way to turn a woman on and should be wondering how they actually DO it (which is what I sell them in TYWIB)



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Here's your assignment . . .

1. List out the “Big Idea” for your video. What’s the “Big Concept” you’re going to be teaching your avatar in your video?

2. What’s the “Logic Chain” that gets you there?

3. What PROOF do you have for each aspect of your logic chain as well as for your BIG idea as a whole? Why should I BELIEVE what you say is true?

Note: Here's just a few types of proof you can use in your video:

Testimonials (these are testimonials about the "BIG IDEA" not about the product itself), case studies, personal experience, common knowledge, pace and lead proof (You know that A is true and therefore B must be true too,) Big Company Examples (the big guys are doing it so it must be true. Ex. All the top marketers are using Video Sales Letters), Famous Person Proof (same idea), scientific studies.

And of course there's more.

4. Usually Our "Teaching" section is integrated into our "Hero's Journey" story. Spend a few minutes sketching out how you're going to use your Hero's Journey story to "teach" your big idea.

(One way of doing this is to talk about your own "startling discovery" and your own reaction to it.)

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