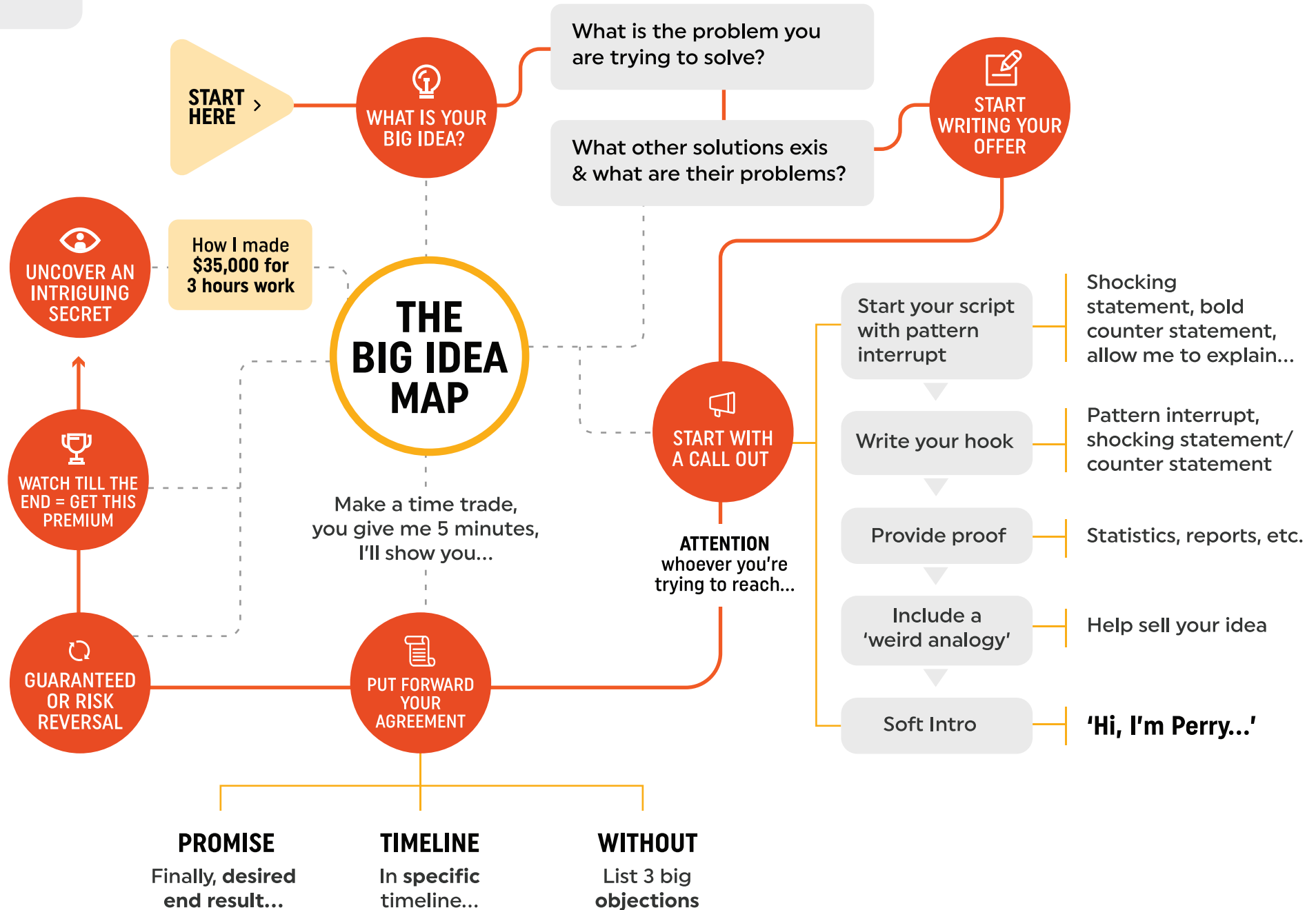


1

THE BIG IDEA

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THE BIG IDEA FORMULA

What is your Big Idea?

How will you lead into your VSL (quiz, tripwire, etc.)?

Write your call out/attention grabber (ex. Attention people that want to make money...)

What is your promise? Your back-up promise? Your hopeful promise?

Write your headline (Finally, get **outcome**, in **timeline**, without **objection**, guaranteed or **risk reversal**...)

Write a subheadline that establishes authority (Ex. Trusted source reveals little known solution by second trusted source for use on trusted source 3 to overkill solution, now available for a limited time due to amazing circumstances...)

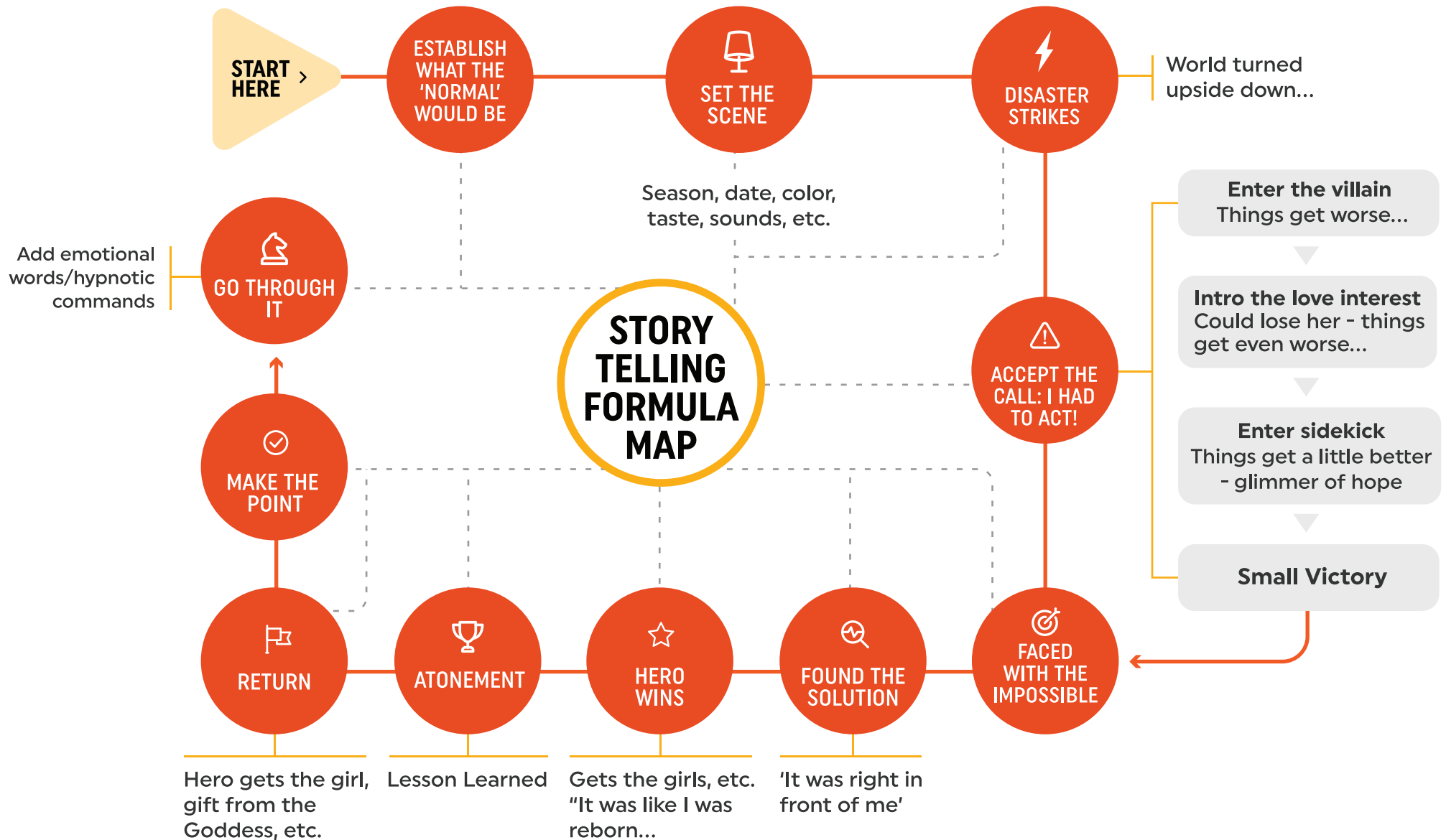
Create a 'weird analogy' that will entertain and help you sell your idea to your audience...

Put forward your agreement (Hi, I'm Perry, and if you'll give me a few minutes of your time, I'll give you...)

What is the 'intriguing secret' you'll share?

2

STORYTELLING FORMULA



STORYTELLING FORMULA

Establish what 'normal' would be - before the 'problem' occurs:

Set the scene for your story (Season, date, colors, sights, sounds, tastes, etc.):

Then disaster strikes... how has the problem turned your life upside down?

Remember to make it relatable:

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Start outlining your story - who is the villain? The love interest/desired outcome?
Sidekick?

Map out your story - what's the small victory? What's the impossible hurdle?

How did you find your way to victory despite the odds being stacked against you?

What does victory look like? What did you win - and what could your audience learn from you so they can win too?

Fit in more emotional words/hypnotic commands (see list in the Trello board) - which words/phrases will help make your copy more impactful?

3

STORY TO OFFER FORMULA

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STORY TO OFFER FORMULA

How does it feel to win (for the first time in a long time...):

Describe the big thought shift):

Make it about them (And now, YOU can have THIS too!):

Build in urgency (you have to act NOW, because...):

Set aside their fears (ex. I know this is hard to believe, but...):

Step by step tell them how they can 'win' too:

Compare (old days vs now, with this new system...):

Why are you sharing this info/giving your secrets away?

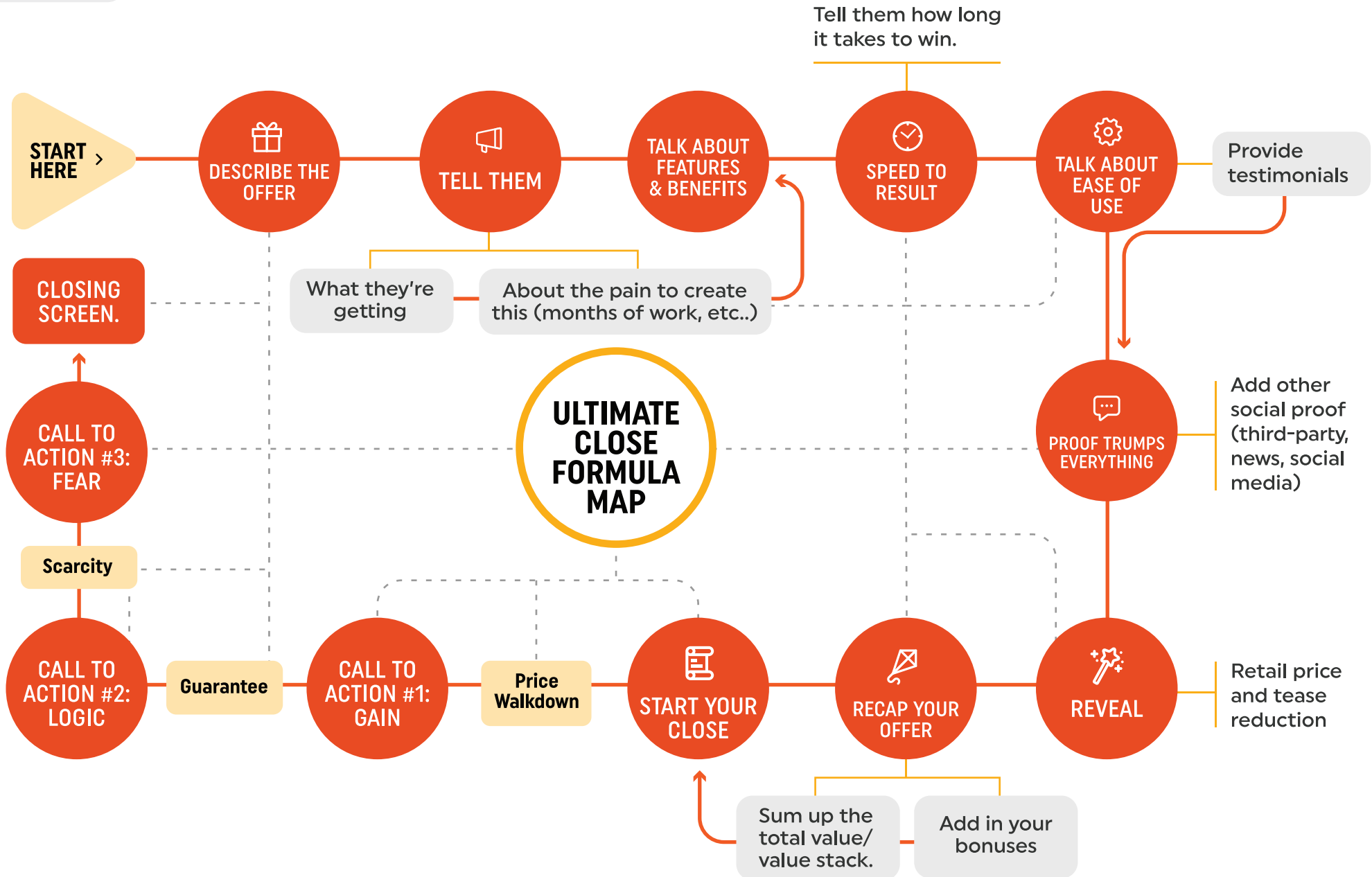
5 or 6 yes questions:

2-3 choices they have:

4

ULTIMATE CLOSE FORMULA

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ULTIMATE CLOSE FORMULA

Describe your offer:

Talk about the pain to create your offer (it took months...):

What are your features and benefits:

Talk about speed to result and ease of use:

What are your bonuses:

Value stack your offer/talk about value:

Start your close - price walkdown: _____

Call to action #1 - Gain: _____

What is your guarantee?: _____

Call to action #2 - Logic: _____

Stress scarcity: _____

Call to action #3 - Fear: _____
