

Assignment Seven: Your Sales Story

OK, if you haven't already, make sure you watch the full "How to come up with your selling story" video and also download the example script for Joe Barton's Reflux Remedy Report.

Also, you should probably have a print out of everything you've created so far for this course (your avatar, your offer etc.) handy for reference.

After you've watched the video use the space below to list out the outline for your own "Hero's Journey."

Creating Your "Hero"

The hero is the "driving force" behind your story . . . the character who discovers the "Big idea" and solves the problem your avatar is facing in a way that's astonishing, fast, easy and flies in the face of what "THEY" want you to think about your niche or market.

For example, in the "Reflux Remedy" script, the Hero is Joe Barton, a regular guy (not a doctor) who had a really personal experience with Acid Reflux (even though he didn't have it himself) and went on a "hero's journey" to figure out a natural cure for it. He succeeded and has helped over 50,000 people cure their Acid Reflux naturally and without drugs or surgery.

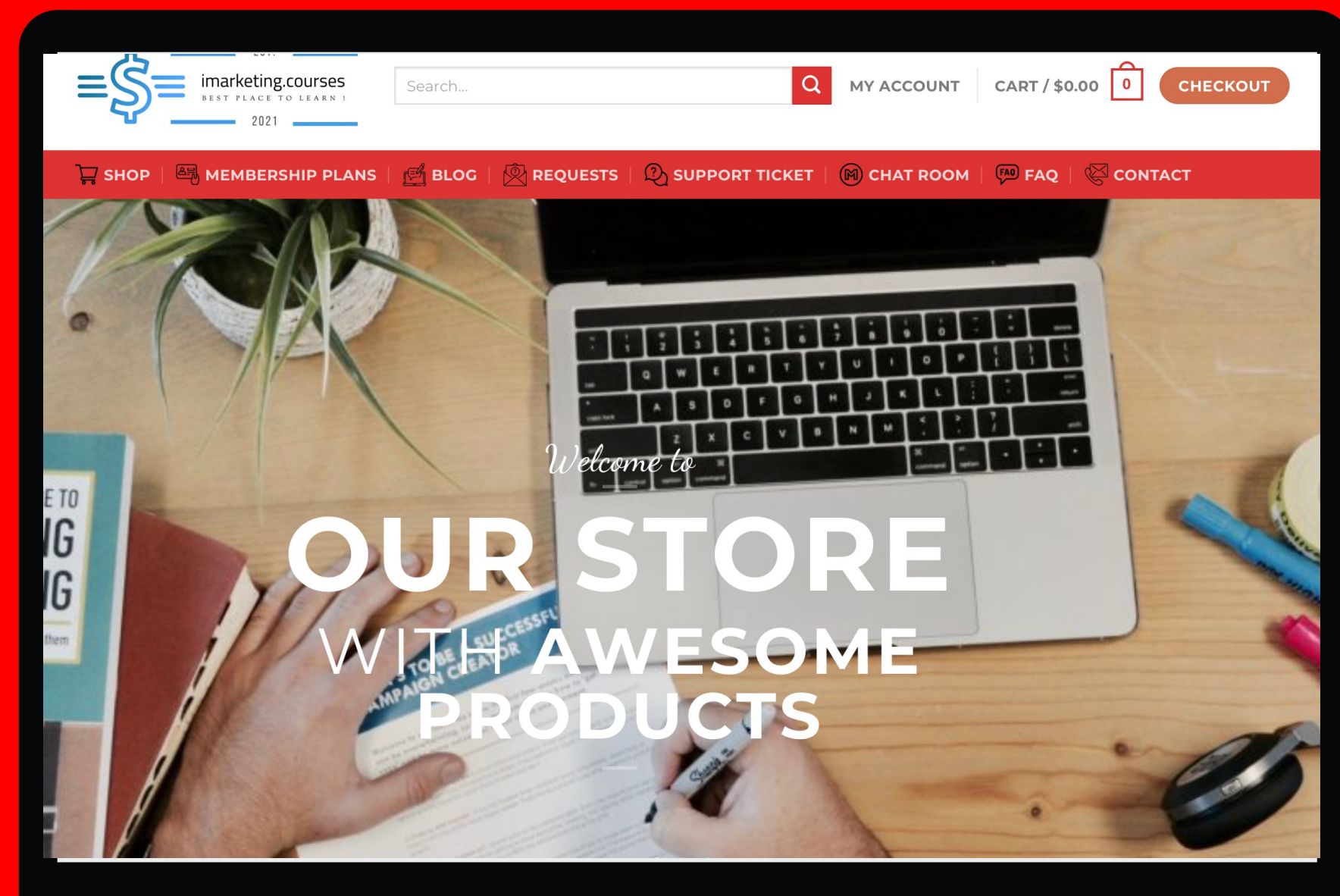
Here's how to create your hero in just a few easy steps:

Step 1: Who is your Hero?

Decide who the "Hero/Narrator" of your sales video is going to be.

Most of the time your Hero is probably going to be YOU and you'll be telling your own story of how you went from having a horrible problem to getting amazing results.

Sometimes, though, you'll want to use a "third person" hero . . . a person who's VERY similar to your avatar who discovered YOU (or your product) and got really astonishing results.



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Step 2: How is your hero JUST LIKE your avatar (or worse off)?

Remember, the more emotional you can make your story the better off you'll be. Don't be afraid to go to "Dark" places or to reveal your "secrets." Exposing yourself in that way can be extremely powerful.

Also remember that you want to "echo" the fears, frustrations and hopes of your avatar here.

Step 3: What was your hero's LOWEST point when all seemed lost?

Step 3: Who is the "Common Enemy?"

Note that your common enemy doesn't need to be a "Person" (we don't all get a Darth Vader.) The common enemy can be an institution (Big Pharma), a group (The Republicans), or even the vague but powerful THEY. Usually the common enemy is going to be "The institution" in some way.

Step 4: How is your avatar's failure to solve their problem and get what they really want NOT THEIR FAULT? How has the "Common Enemy" held them back and how can they give up responsibility for their "failure?"

Step 5: What's the "BIG IDEA" you discovered on your hero's journey that CHANGED EVERYTHING for you?

This is the same "Big Idea" we came up with in week one. It's the "core concept" that flies in the face of commonly held beliefs and draws your avatar's attention like a magnet.

Step 6: What AMAZING RESULTS did you get once you discovered this big idea, refined it and put it into action?

(Women following you like the pied piper, the best behaved horse in the stable, able to explode out of the starting blocks and run full out with no fatigue.)

Step 7: Who did you SHARE these "Secrets" with and what results did THEY get (and how did their results blow yours out of the water?)

Step 8: Put it all together.

OK, now let's take everything we just got down on paper and put it into a short, powerful one or two paragraph story.

I'm going to use our fictional "Donut Weight Loss" example in the following paragraph.

Feel free to "swipe" this story and change the details for your hero and story.

Note that anywhere where you see *italics* is me making a little note for you. Double note that, yeah, this particular example is humorous (donuts can't actually make you thin.) I'm choosing a fictional product because I want to reinforce for you that this structure really can work for anything. Can't wait to see your homework.

“Hi, my name is Jane Smith and I’m a lot like you.

(Empathy, “even worse.”)

Ever since I was a little girl I struggled and suffered with my weight. Sometimes I felt like a balloon that just kept getting bigger and bigger no matter what I would try. I tried EVERYTHING from fad diets, to exercise, to weight loss pills and while sometimes I would lose weight for a little while, it would always come back.

(Lowest point/inspiring point.)

Two years ago, I had my daughter, Kali. She’s beautiful and so smart and I love her with all my heart but looking at my body in the mirror after the pregnancy I felt total despair. I wanted to get thin and beautiful to be a good example for my daughter and to look good for my husband, but the idea of getting back on the treadmill (when it hadn’t worked before) just seemed totally overwhelming to me.

(Common Enemy/Not your fault.)

Then I discovered an astonishing food lie. I discovered that a lot of the “health food” doctors and the government tell you to eat is actually AMAZINGLY bad for you and actually FORCES you to be fat.

(The Big Idea)

Because of changes in the modern diet, carrots and celery can actually cause the fat cells in your body to MUTATE and expand making you get BIGGER and BIGGER even when you try to eat right.

And the only way to combat this mutation is by eating a certain type of DONUT!!

(Would have a section here that explains WHY it works.)

(Amazing Results)

As soon as I went off “health food” for good and started integrating 3 donuts a day into my diet, amazing things started to happen. Suddenly the pounds started to melt away and I was back to my “pre-baby” weight in just 3 weeks.

(Shared Results)

I told some of my girlfriends about my new “Donut Weight Loss” and they got even BETTER results . . . in fact, one friend of mine lost over 100 pounds by eating DONUTS and was able to avoid gastric bypass surgery.

(And Now I Want To Share It With You)

I knew I had to share this discovery with the world, so I’ve created the “Donut Weight Loss” system.

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