



WEEK 4:

Building The Close

Part 1

FIRST



YOUR INTENTION

**Where are you Leading People?
What are they going to Buy from
You First?**



Your 10 Minute Talk
**is about Creating Interest &
Getting People to Come to You**
LEAD GENERATION



Typically leading to a..
**Inexpensive Program or
Strategy Session or Book**



What Do You Do in that
Program or Session or Book?
(7-10 points)



What is the
Transformation for Them?
(7-10 points)



What is the
System or Process
You Give them?
(Your USP)



Sample:
4 P's from our Experts
Success Book



Sample:

Positioning = So That...

Packaging = So That...

Promotion = So That...

Processes = So That...



Your Turn:
Your System
Name & Points



Your System Points:

Point 1 = So That...

Point 2 = So That...

Point 3 = So That...

Point 4 = So That...



Story Connection to this System & Program/Session

Looking at your 3 Stories
WHAT IS THE OUTCOME
of this Program/Session



Let's Build Your PROMISE

from this Program/Freebie/
Session



WHAT'S
THE OUTCOMES
THE OPPORTUNITY
THEIR REVELATION



WHAT Were Your
SO THATS...



WHAT Happened to **Your Stories**



What was the
TOP DESIRE
They Ask You For



THINK HOLIDAYS not the Journey

WE GO TO FRANCE FOR **CROISSANTS & CHOCOLATE**



THIS IS
YOUR PROMISE



Homework to Email

- 1) **Your Lead Gen Tool**
- 2) **Your Promise:** 3 versions
- 3) **Your Outcomes:** 3
- 4) **Your Goal** of the 10 Minute Talk
- 5) **Your System/Process**
- 6) **You System “So Thats”** (as seen on Slide 11)



**Next Week We're going
to SHAPE the Close**



**Then You'll Build Your
Entire 10 MINUTE TALK
around the Close**