

CHALLENGE VIDEO EXTRACTION TOOL

Getting Clarity and Focus

Use this tool to get clarity on the main selling points of your challenge. This is a building block as the answers will form the basis of your script outline for your video teaser in the next tool. Use the Funnel Scripts tool to come up with the best copy for your challenge title and description. Include that below wherever there is a prompt. If you haven't signed up for Funnel Scripts, a free service, then sign up here now and fill out the forms to generate the best copy for your course: <https://scripts.mastermind.com/get-the-scripts>. Make sure you save your results.

What is the Title of Your Challenge

Using Funnel Scripts, pick a title that results in optimal SEO (search engine optimization) and conversion into sales.

What is Your Challenge About?

Who is Your Ideal Client? Who needs your Challenge?

What are they struggling with?

What problem does your Challenge solve for your ideal client?

How does it solve that problem?

What are the elements of your Challenge (what are the highlights of what they will learn)?

What secrets if any will you reveal in your Challenge?

Total number of secrets revealed in your Challenge

What benefits or capabilities will they get from taking your Challenge?

Total number of benefits they could hope to receive from taking your Challenge

Do you have a step by step day by day process? _____ Yes or _____ No

If yes, how many steps? _____ How many days? _____

If yes, list the steps and days here and number them:

How much time investment for each day and or the total Challenge for participants?

Why are you the person to give them this Challenge? Include why you stand out from your competition (be brief).

List certifications, degrees, credentials, expertise, awards, accomplishments, books, speaking engagements, media appearances, guest appearances, featured in media print or press, etc. that sets you apart from others (be brief).

What is the story or magical tidbit from your life that will (1) give them proof of the power of your Challenge and (2) appeal to their desire/passion/wants/needs.

Where will they be if they don't take your Challenge? Fear of Being Left Behind?

Where can they hope to be after they take your Challenge?

In 1-2 sentences, how does your Challenge bridge that gap?

How much is your Challenge worth? _____

Is your Challenge Free? _____ Yes or _____ No

If Yes, How much are you offering your Backstage Zoom VIP Access Pass for? _____

If No, How much are you offering the Challenge for? _____

Is it a limited offer (i.e. does time run out for this price (free, amount, VIP access amount) at some point and if so, when)?

When does your Challenge start?

Which category does your Challenge fall within (and you could have a combination of these)?

_____ Do it Yourself (DIY) _____ Done For You (DFY)

_____ Do it With You (DWY) This includes handholding through the process)

_____ Combination of _____

What is the Transformation your Challenge will bring them if they participate?

What is Your Irresistible Offer/Rewards/Prizes Offered to Entice Them to Participate in the Challenge?

- Include Bonuses/Rewards/Prizes which overdeliver and give so much added value related to this that they would be crazy not to attend and participate. Number the Bonuses/Prizes/Rewards (1, 2, 3, 4, etc.). Examples include: Expert Panel of Guest Speakers, T-shirts, Computers, iPads, iPhones, Accessories, Memberships, Paid Course or Consult, etc.

How do your bonuses/rewards/prizes relate to your offer and how do they serve your ideal client's needs?

Do any of the bonuses/rewards/prizes give them an advantage over their competition? How?

Does it enable them to go faster, save money, generate more sales, capabilities or benefits?

What course/mastermind/service/produce will you offer as a back-end to the challenge?

Will you have any expert guests and if so, how many and what will they teach?

Where is your Challenge (Virtual Online, Facebook, Zoom, In Person, Location)

What is your call to action (i.e. sign up, register, click a link, join, buy now, add to cart, etc.)

Copy and paste the sales copy from Funnels Script on the next 2 pages and then on the 3rd page, revise and edit the cut and paste so you feel good about it and it addresses your ideal customer's needs. You can access this free service here: <https://scripts.mastermind.com/get-the-scripts>.

Cut and Paste:



Cut and Paste:



Cut and Paste:



Write the new copy for your sales pitch here, polishing it and editing to include the optimum keywords and conversion words from Funnel Scripts, and any other points that you want to make. This may be part of your video script and your ad copy for your course or mastermind.

