

CHALLENGE SCRIPT AND STORYBOARD TOOL

Get Organized: Confident, Clear & Concise



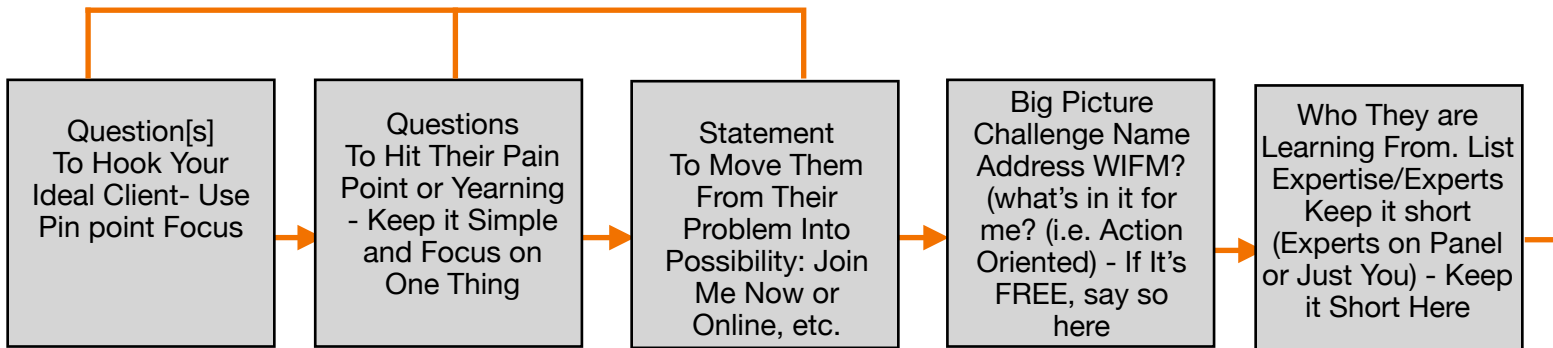
Use this tool to outline your challenge script and title headings and to create a storyboard for your marketing video. Each box represents a sequence and can be made up of several shots (titles, slides, images, visuals videos, underlying music, sound effects etc.). You can make this short and simple. Include a struggling visual or a metaphor video clip for a bad year and then a success celebrating video clip with your message that the challenge will move them closer to their goals with action steps. There is a space to create your own in this tool.

THE STRUCTURE

HOOK

WHAT

WHO

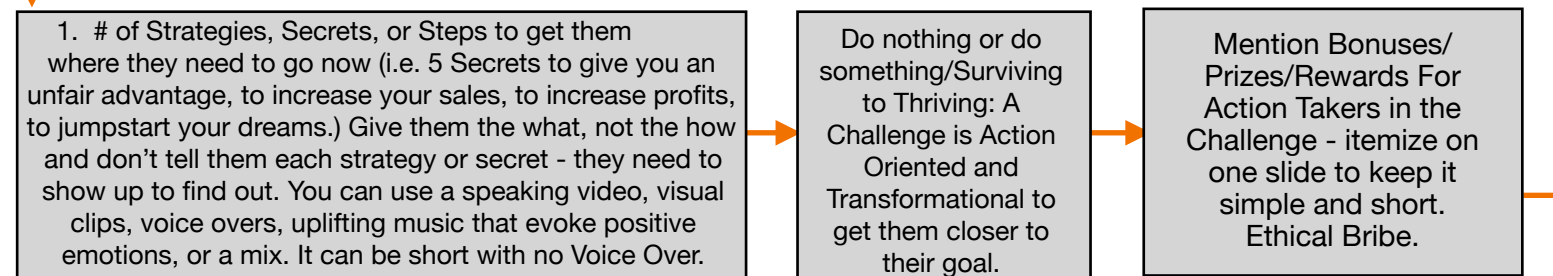


CHALLENGE CONTENT

WHAT THEY WILL LEARN, SECRETS, STEPS OR STRATEGIES FOR SUCCESS

TRANSFORMATIONAL APPEAL TO PAIN/PLEASURE AND HIT THAT DOPAMINE BUTTON TO GET RESULTS FROM ACTION

BONUSES, REWARDS, PRIZES IRRESISTIBLE OFFER



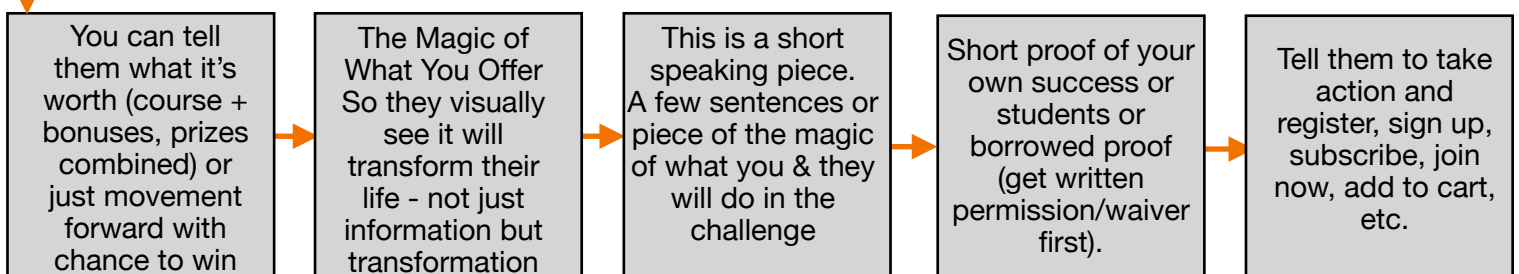
WORTH

MAGIC OF CHALLENGE

THE STORY

SOCIAL PROOF

CALL TO ACTION



HOOK

Go right to their passion and desire with a question:

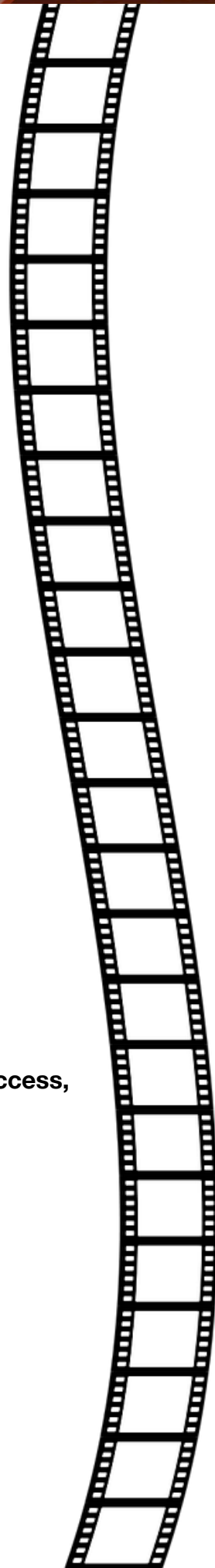
Examples Include:

- Have an idea for a movie?
- Have an idea for a book?
- Want to lose weight fast?
- Want to learn how to _____ in [add time period _____ — _____]
- Want to get strong, healthy and flexible in just 2 weeks?
- Always wanted to learn how to _____
- Want to become an expert _____ [i.e. marketer, speaker, gardener, life coach, gym coach etc. certified [add niche] teacher]
- Want to start an online business?
- Looking for an alternative source of income?
- Stuck in a bad relationship?
- Recently divorced?
- Need more confidence?
- Looking for the meaning of life?
- Not living the life you want?
- Have no time for yourself?
- Want to organize your closet?
- Unsure about how to get people to know, like and trust you?
- Overworked but not seeing results?
- Stressed about lack of money?
- Stressed about lack of leads?
- Stressed about home educating your kids?
- Stressed about losing your job and income?
- Confused about how to _____?
- Confused about where to find _____?
- Confused about your kids' future _____?
- Always wanted to sing but don't know how?
- Always wanted to play guitar?

Go to their issue - their pain or problem - (i.e. they don't know how to get access, where to get next level capabilities, how to start, or they procrastinate):

Examples Include:

- What are you waiting for?
- Don't know where to start?
- Don't know how to do it?
- Only have a limited amount of time?
- On a small budget?
- Have a looming deadline?
- Think you can't do it?
- Think it's too late?
- But you have no time?



- Looking for answers?
- Looking for the meaning of life?
- Don't know where to find leads?
- Don't know how to invest?
- Tired of Waiting?

You can have one or a few shots made up of slides, moving titles and/or visual shots to tell the visual story of their pain and pleasure points here, rather than just being a talking head.

Example of pain points:

- Tired of waiting for someone else to do it?
- Tired of auditioning?
- Tired of diets that don't work?
- Want to avoid paying too much?
- Want to learn much faster?
- Have a limited budget?
- Need to reinvent yourself?
- Don't know who to trust?

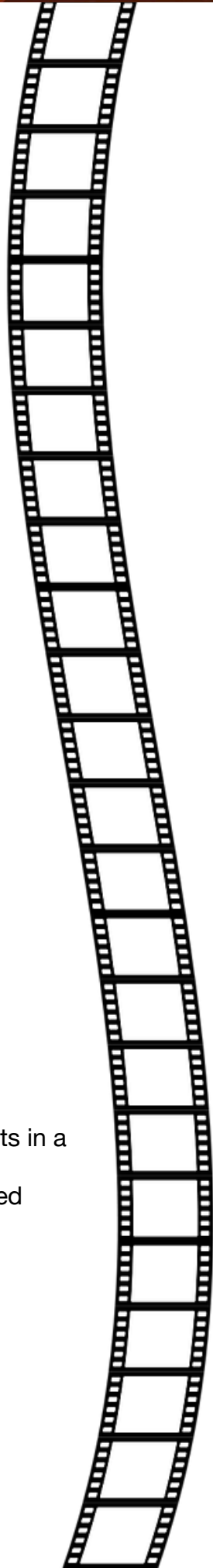
Examples of pleasure points:

- Want to feel and look good?
- Want to become an expert?
- Want to live the life you always dreamed of?
- Want the time and money to do what you want?
- Want to retire early?
- Want the money and time to do more good in the world?

Move them into Possibility

Examples Include:

- Join Me Now Online
- What if you could do _____ now?
- What if you could start investing now?
- What if you didn't have to wait?
- What if you didn't have to struggle?
- What if you could get a jump ahead of your competition?
- What if you knew the secrets to exercising right and getting jaw dropping results in a fraction of the time?
- What if you could trash fad diets forever and learn to eat right and naturally shed weight and feel good?
- What if you knew how to find your soulmate?
- What if you knew where to find leads that convert?
- What if you knew how to find houses priced way under market?



- What if the answer was right in front of you?
- What if you could do it yourself if you just had the right step by step guide?
- What if you could get a mentor to show you the ropes?
- What if you knew the secrets that could catapult you into success in a fraction of the time?
- What if you could turn your mess into your message and make money while helping others to avoid that mess?

WHAT

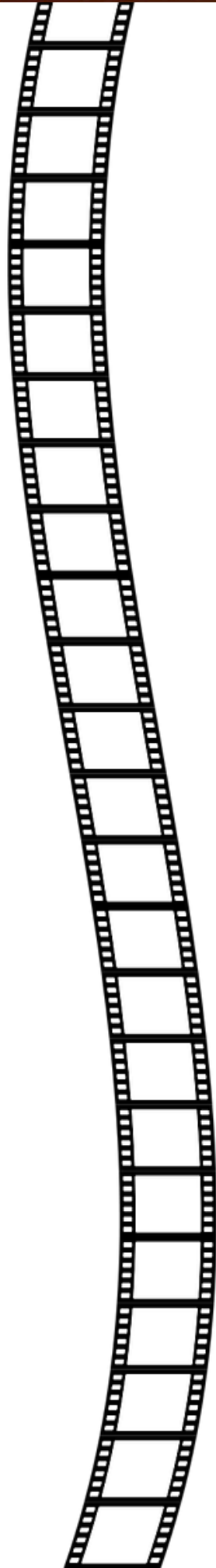
Give them the What? The Solution. WIFM (What's in it for me?) Challenge Name

Examples of What include:

- Get that idea down on paper.
- Build your dream house now.
- Start building your children's college fund now.
- Find grant money to fund your project.
- Find the perfect soulmate.
- Discover your true passion.
- Learn the secrets to being a million dollar trainer.
- Learn from a master.
- Transform your body in just 2 months to look like an elite athlete.
- Bend like a pretzel after only 2 weeks of practicing yoga.
- Build your email list in just two months.
- Get 100 raving fans in 2 weeks.
- Launch your mastermind in just 3 weeks.
- Find the perfect home.
- Renovate for half the price of your last quote.

Examples of Challenge Name (get creative):

5 Day Jumpstart Your Career
 24 Hour Master Challenge
 Launch Your Funnel Challenge
 Launch Your Business Challenge
 Scale Your Business Challenge
 10 New Clients in 10 Days Challenge
 Transform Your Life Challenge
 Transform Your Business Challenge
 Transform Your Relationship Challenge
 Transform Your Body Challenge
 Heal Your Trauma Challenge
 Let Go of Your Haunting Past Challenge
 Step Into the Future Challenge
 Quantum Leap Into Your Dreams Challenge
 Find Your Dream Home Challenge



Find Your Investment Property Challenge

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WHO

Tell them who they will be learning from (you? a panel of experts? Highlight expertise). Get creative on why they should participate in this challenge, not someone else's, and why now with you/your experts.

Examples Include:

- 6 Figure Business Experts
- Digital Marketing Experts
- Spiritual Healing Masters
- Real Estate Experts
- Top Experts in _____
- Thought Leaders
- Industry Experts
- Millionaire Trainers
- Coaches to the Stars
- Celebrity Coaches
- Celebrity Trainers
- Trainers to Star Athletes
- NYT #1 best selling author(s) and billion dollar dealmaker(s) [add name(s)]
- Award Winning Experts
- Certified Yoga Masters
- Certified Healers
- World Renowned Experts on _____

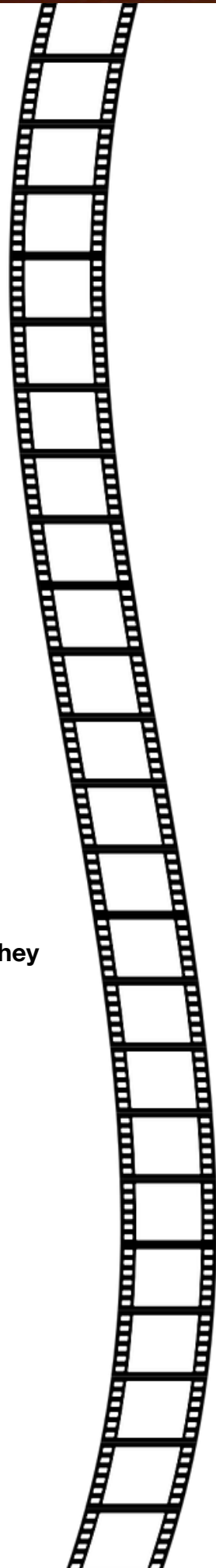
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CHALLENGE CONTENT

#__ Of Secrets, Steps, Strategies or Tactics (don't tell them what they are-they need to show up to find out)

Examples include:

- 7 Ways to Jumpstart Your Dreams
- 7 Secrets in 7 Days to Get You Closer to a Six Figure Income
- 3 Strategies to Invest with No Money Down
- 7 Ways in 7 Days to Lose 10 Pounds
- 6 Secrets to Looking Younger
- 7 Secrets to Save Your Marriage
- 5 Strategies to _____
- 5 Steps to Writing a Book
- 7 Steps in 7 Days to Outline Your Book
- 6 Secrets on How to Train for a Marathon
- 7 Secrets to Solving Your Money Problem
- 8 Strategies for Living an Extraordinary Life
- The Secret to Buying Your Dream Home



TRANSFORMATIONAL

Let them know they will join the Experts who know secret strategies and if they take action in the Challenge, they will be closer to their goal. Let them know this is transformational, not just informational.

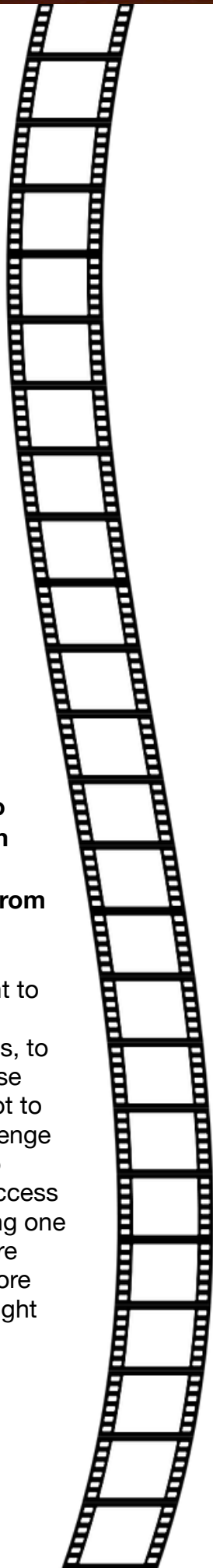
Examples include:

- Take These Steps and Your Business Will Change
- See Results in Just Days
- Join the Experts and Start Realizing Your Goals
- Start Losing Weight Now
- Get Organized and Get Going Now with the Experts. Don't Wait.
- Avoid These Pitfalls and Surpass Your Competitors
- Start Winning the Money Game
- Start Winning the Relationship Game
- Start Writing Your Book
- Start Working on Your Podcast
- Launch Your Podcast in 5 Days
- Launch Your Marketing Campaign in 5 Days
- Outline Your Business Strategy for 2021
- Start Playing Guitar Now

BONUSES/PRIZES/REWARDS

Irresistible Offer. This is an ethical bribe or bundle that will help take them to the next level and entice them to participate in the challenge and move them forward closer to their goals. For the challenge, guest appearances should dovetail with your product/service but rewards and prizes can be separate from your product.

Craft your bonus/gifts/rewards so that it hits their dopamine button and they want to take action each day to win that prize. They will come back each day and do the homework challenge to win and more importantly to get them closer to their goals, to their next level needs. Show them that you know how to take them to the "promise land," and you have the expertise. Make it irresistible - so they would be crazy not to sign up - by making the bonuses/prizes/rewards alone worth more than the challenge you are offering. Bonuses can be your own or someone else's who has agreed to provide your customers access to their course for free (they may do this to get access to your email list or you may pay them for their bonus either in money or swapping one of your courses as a bonus for their course). You can also upgrade them to a more expensive premium service for free just for acting now. The offer must provide more value than a similar challenge in the market. Gifts and rewards can simply be sought after items that get people to participate in the challenge to be eligible to win.



Examples include:

- iPhones, Laptops, Apple Watches, iPod Minis, Alexa, etc.
- T-Shirts, Totes, Water Bottles, Backpacks, Gift Certificates, Cash
- Ebooks, Courses, Audio Series
- One on One Consultation
- 6 Month Membership to an Elite Club, Site or Group
- Access to Exclusive Content, Tutorials, Networks
- Ticket to a Live Event
- Lead Sheet/Reports/Templates/How to Guides
- Mentoring or Coaching Sessions
- Access to All Courses
- VIP Access to All Calls
- Behind the Scenes Access/VIP Seating
- Up Close and Personal Meetings
- Weekly Group Coaching

Elements of an Irresistible Offer

1. Product Name

2. Cost/Value

3. Terms of Payment - (one time payment or payment plan)

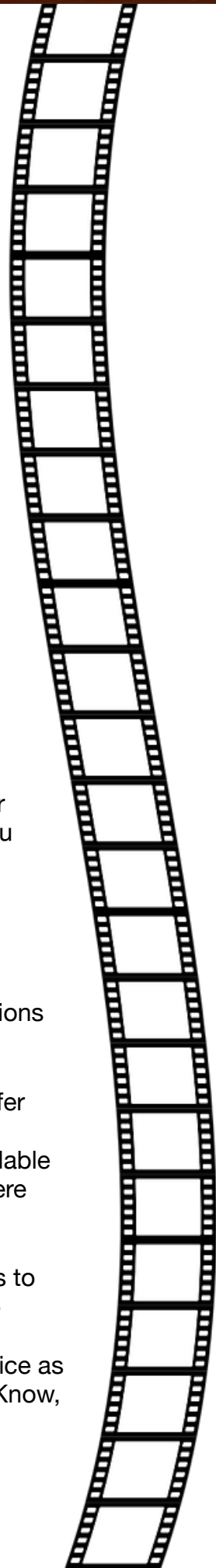
4. Discount/Sale/Limited Time Offer - (Free this Week Only, 50% off, remember not to devalue your services or course though - give reason: "Because I know you really need this," "Unprecedented times," "I shouldn't do this but I want you to succeed," etc.)

5. Bonuses/Prizes/Gifts

6. Eliminate Risk or Risk Reversal (i.e. 30-day money back guarantee no questions asked, free return shipping, 7 or 14 Day Free Trial). If Free challenge, leave out.

7. Create Urgency - (use scarcity and a deadline, i.e. only 20 seats available, offer expires midnight, offer ends in 3 days, discount available until [add date], limited edition. After the urgency passes the challenge will no longer be available or available only at the higher price or without that bonus, make the urgency real). This is where you can play to their fear of missing out (FOMO) and getting left behind.

8. Champion a Cause - (donate a percentage to charity, donate time or products to people in need, support a worthwhile cause, all of which help to create a positive feeling in your buyers that they are making the world a better place when they purchase your product or course. It also reflects well on your brand/product/service as heart-centered and other-oriented. They know you care and get you quicker to "Know, Like and Trust You").



WORTH AND COST

State the worth and cost of the combined bundle of your challenge with all the amazing bonuses/prizes/rewards. You can even state, “I am Overdelivering!” This isn’t offered anywhere else in the market.

Examples include:

- Worth over \$10,000 but we’re offering it for FREE.
- Priceless Tips to Move Your Forward Now for FREE.
- Combined this is worth over \$20,000 but you get all this for only \$97.
- Worth over \$5,000 and for a limited time you get this for \$199.
- Worth \$10,000 but you get it for only \$10.
- Worth \$15,000. Yours now for only \$100.
- All for Only \$50. Worth Over \$12,000.

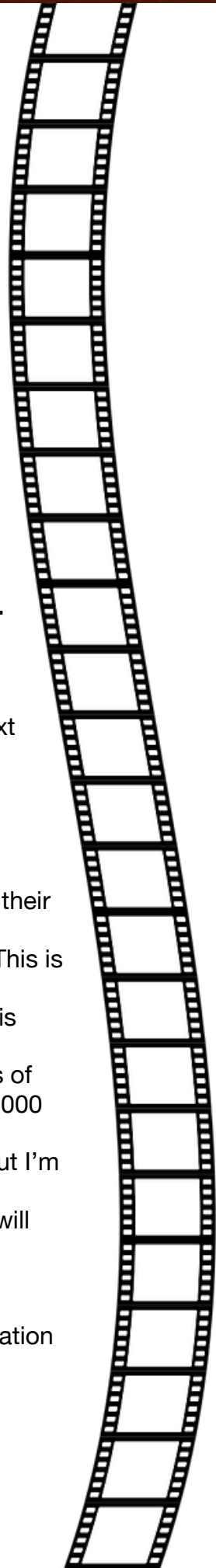
MAGIC OF YOUR OFFER

This is the magic of your unique offer. Explain how it can transform their life.

Examples include:

- With this blueprint, you can change your financial future in the next 3 days.
- With these strategies, you will get ready to launch your first challenge in the next 15 days.
- This offer gives you everything you need to get started and succeed right now.
- This isn’t offered anywhere else.
- You get access to me and my network right now on how we did it and how you could too.
- You get VIP Access to Meet with all the Industry Leaders and Speakers to pick their brain. That’s never been offered before!
- Because of the timing, you’ll get to meet [insert celebrity/star/industry leader]. This is a one time offer.
- This gives you the next level capability you are looking for and you won’t get this anywhere else for Free.
- If you bought any of these bonuses somewhere else, it could cost you upwards of \$20,000 piecemeal and you get it all for only \$497 with my challenge. I paid \$6,000 for this bonus alone and you’re getting it free!
- A one on one session with [insert industry expert or your name] costs \$5,000 but I’m giving you that for free with this offer.
- You will learn what all the experts learn and start doing it in the challenge. You will see immediate results if you participate.

Make sure you value your offer so it reflects truth. Top industry professionals can charge much higher premiums than someone just starting out. What is a consultation package or session worth with you or if someone else is throwing in the bonus?



FOMO: You can also play to their fear of missing out (FOMO) and getting left behind here by alluding to it.

Examples include:

- Don't miss this opportunity to join the 2 Comma Club before this offer expires forever.
- Don't wait another year, 2 years or decade to live the life you always wanted because the blueprint is here right now for a fraction of what you would normally pay.
- Don't get left behind. (Although this is commonly used in the industry, I prefer to stay away from negative statements like that).
- Don't miss this opportunity to jumpstart your dreams now.
- Don't wait another minute.
- Don't miss this free challenge. Price goes up to \$997 in one week.
- Why struggle any longer when the roadmap to success is here now?
- Don't waste time spinning your wheels while others are leapfrogging over the competition with this proven roadmap for success. You can get to your destination faster with this blueprint.
- I didn't get known as the Content King for nothing. I know how to turn out content that your audience needs, no matter what your topic and I can help you do it in just days.
- You can spend hours, days, weeks and months trying to figure it all out by yourself or you can learn from a master right now and condense decades into days. If you follow these simple steps, you will have the blueprint for success and start seeing results in this challenge.
- If you're tired of playing small then it's time to play big and this course teaches you how to do it. My students are now working with the top industry professionals in their field because I taught them the secrets to breaking into their inner circles.

What to Wear and Where to Film:

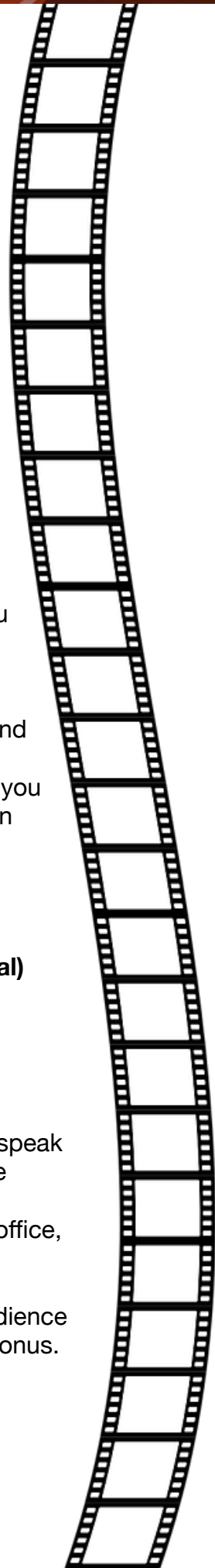
You want to look professional when you do this video.

Dress appropriate for your audience. Be in a well lit room (LED lights optional)

Examples include:

- Athletic Niche: Wear athletic clothing, speak in a gym or exercise room
- Workout from Home: Wear athletic clothing but speak from your living room
- Yoga Niche: Wear yoga clothing and speak on a yoga mat
- Customer Service for Companies: Wear a suit and tie or Business Casual and speak from a home office or studio with a solid backdrop or not too much in the frame behind you.
- Work at Home Moms: Wear Casual Clothes and speak from your home, home office, home studio, etc.

Be comfortable and don't try to be or look like someone else. Just know your audience and speak directly to them in a way they can relate to you. Natural sunlight is a bonus.





THE STORY

This is your talking piece.

Be Brief: Only 1 - 5 sentences that contain the magic of what you do. You can just have music, a short voice over with visuals or a talking video clip. Use titles and visuals. Make sure it works as a silent movie.

Time is a commodity so be brief and to the point. If you can be concise, confident and convincing (the 3C's) here, they are more likely to invest their own time in learning from you as opposed to someone who drones on and on. You can combine this shot with the Social Proof sequence.

Examples include:

- I teach people how to make more income in less time and my students have all hit six figure incomes after taking my course.
- I use this method to get my ideas down on paper and give keynote presentations that get standing ovations.
- I've used this blueprint over and over and each time people jump on board my projects because it's that good and it's that effective.
- I've used these secrets to break into Hollywood through the back door and they work. All my students have appeared in independent films or have been casted on television shows.
- My proven methods have made me and my students millions time and time again.
- Because I have this blueprint, when I want to _____, I just go through these 5 steps and it's done in just days as opposed to months.
- I teach people where to find grant money and how to write the grant so that you actually get paid to write.
- Each time I use this proven formula, I make millions.
- Each time I use this template, I'm able to launch a program in just 3 days.
- Each time I use this blueprint, I'm able to win the bid and close the deal.
- Each time I use these negotiation tactics, it's a win win situation for both sides and I get all my deal points.

You can also play to FOMO here in a subtle way.

Examples include:

- I know how valuable your time is and I want to make sure you move faster so you can spend more time doing what you love.
- Each time I use this proven method, I condense weeks of work into just a few days, that way I have more time to spend with my children, play tennis, go boating etc.



SOCIAL PROOF

Short proof of your own, successful students or borrowed proof (get written permission and waiver first if you use other people's names).

Examples include:

- My students have gone on to produce Blockbuster films.
- My students have made six figure returns on their investments.
- These experts are proven winners and they're giving you their success formulas.
- I have used this method to make millions.
- These secrets work time and time again as evidence by [list examples - make sure you have permission first].
- A sequence of testimonials and results
- My students have gone on to be world renowned speakers.
- In just one month after finishing the course, five of my students made over \$5,000 on their first launch.

CALL TO ACTION

Tell them to take action.

Examples include:

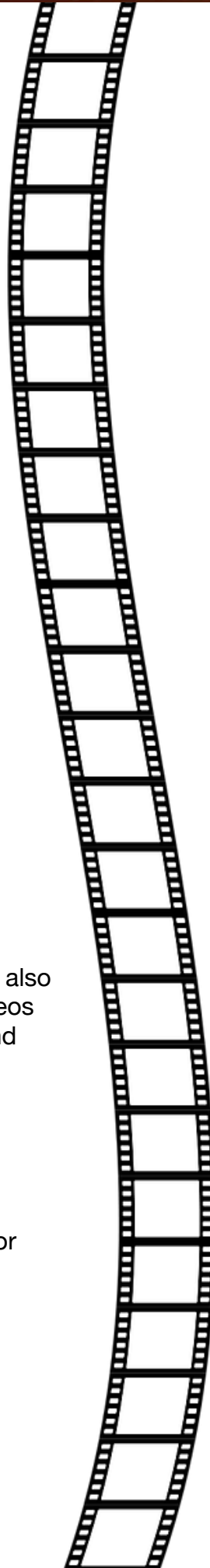
- Register
- Sign up
- Add to Cart
- Subscribe
- Join now
- Apply today

If you are running a Challenge and using a preliminary marketing video, you may also want to include a second call to action about where to access live challenge videos and what they are most interested in so that you can tailor your presentations and challenge to them.

Examples include:

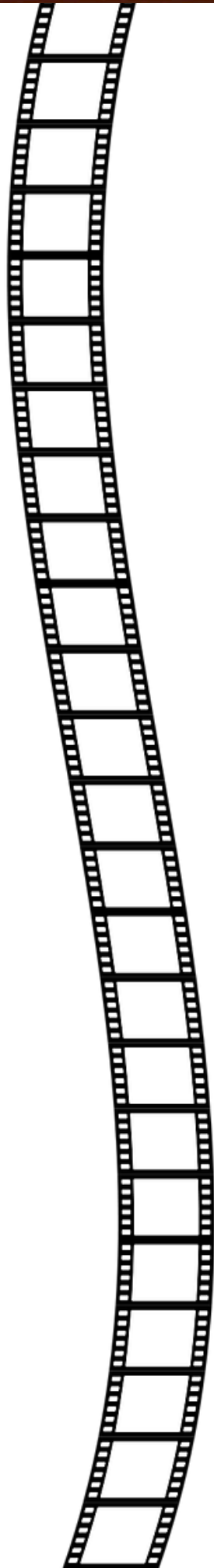
- Follow us on Facebook
- Follow us on Twitter
- Follow us on Instagram
- Leave a Comment Below as to Your Biggest Concern or What Your Goals Are or What You Are Struggling With (on your topic)

COPYRIGHT AND LOGO



IMPORTANT VARIATION FOR SEASONED EXPERTS: THE HOOK

If you are well-known in your field, the “go-to-person” in your niche and/or you are talking to people who already know, like and trust you, or at least people who know you are the expert, **then you should appear in the Hook of your video** because that will get them to stop scrolling and watch your video. If you have spoken on stage at live events with huge high energy audiences and standing ovations, or walked the red carpet, or been interviewed live, include a video clip of that in your hook (and make sure you have a written consent and waiver).



In the space below, write what your HOOK sequence will be. Include any titles or visuals that go with it.

In the space below, write what your WHAT sequence will be. This is the WIFM (What's in it for me?). Stay big picture. Include whether this is a moving title slide(s), a visual(s) or a combination of both.

In the space below, write WHO is the expert(s) teaching and what is their expertise. Keep it short and simple. If you are having a panel of experts, list them and their expertise. Be concise and list only the highlights. Make sure you have written permission and a waiver first. Will you be using moving video clips or a still photo(s)?

In the space below list what your CHALLENGE CONTENT is, the number of SECRETS, STEPS, STRATEGIES or TACTICS, etc. Use one to two slides for pacing and do not tell them what it is, just that there are # ___ of secrets, steps, strategies or tactics to _____ (goal oriented). Write down whether you will use a slide, titles, titles overlaid on visuals and/or visuals.

In the space below, write down the TRANSFORMATION they will receive. Emphasize that even though there may be prizes, the reward is transformation and moving the needle forward to their goals.

In the space below, list IRRESISTIBLE OFFER: The BONUSES, PRIZES and/or REWARDS. Do any coincide with your course and give them next level capabilities or are they must have items or very sought after items. Write down any visual video clips, images, slides or titles you want to use to convey the bonuses. Keep it short and simple. One video slide can suffice.

In the space below, write down the SOCIAL PROOF. Note if you need prior written consent and a waiver from anyone and make sure you get it. Include any ideal visual clips you want to go with it.

In the space below, write down the CALL TO ACTION and any visuals, if any, you want to go with it:

Finish with COPYRIGHT SHOT and YOUR LOGO

Copyright © 2020 by _____. All rights reserved.

Congratulations! You now have your script for your challenge marketing video. Now it's time to Storyboard it so you can use it as an easy framework to create your video in the editing software. In the space on the next, page, create a visual storyboard, and remember, you are taking them from Zero to Hero.

In the space below, create your STORYBOARD, which is a graphic organizational representation comprised of illustrations or images displayed in a sequence for the purpose of pre-visualizing your professional challenge marketing video. Then, when you open your video editing program, use this as the blueprint for your video. Look at your storyboard and create each shot piece by piece and drag the necessary contents into the editing software one by one. This will keep you organized and move you faster through the editing process.

HOOK SEQUENCE

WHAT SEQUENCE

WHO SEQUENCE

COURSE CONTENT SEQUENCE

TRANSFORMATIONAL ELEMENT

BONUS/REWARD/PRIZE SEQUENCE

WORTH AND COST SEQUENCE

MAGIC OF OFFER SEQUENCE

THE STORY SEQUENCE

SOCIAL PROOF SEQUENCE

CALL TO ACTION SEQUENCE

COPYRIGHT LOGO SEQUENCE