SAGE Sales is Service Message Lab

The Head and Heart of Messaging Art and Science of Speaking to Your RFC



Message Lab

Case Study Cindy Chan Phillips



Case Study:



For women in their 50's desiring freedom from endless cycles of weight loss and gain without losing their spirit

Eat to Love LIVE

Crush Your Cravings and end the inner food fight once and for all

Save my spot! >>>

Dec 10-12, 2021

00

00

Right Fit Client

- 45-65 woman who wants to stop endless cycle of yo-yo dieting
- Eat for love
- Stop the inner food fight

Messaging

Achieving Chinese principles

This is missing the key to weight loss

HTO

Quarterly workshops
Food lab
Metabolism lab
Chinese principles

What season you are in

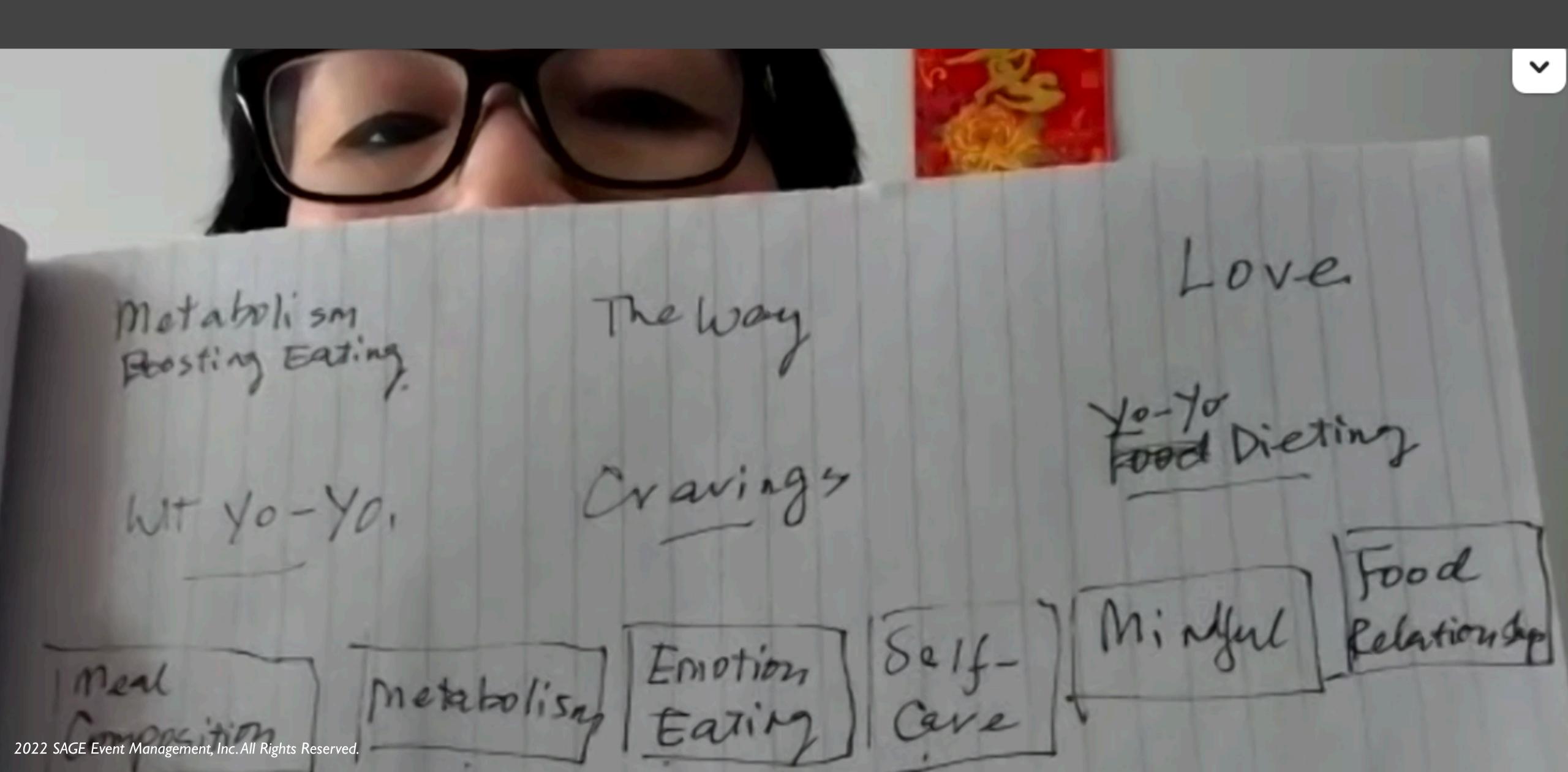
Receiving signals on the season Storing energy and seen for the spring: What you eat, How you rest Full engagement with body, season, workload Moderate schedule

Not weight loss

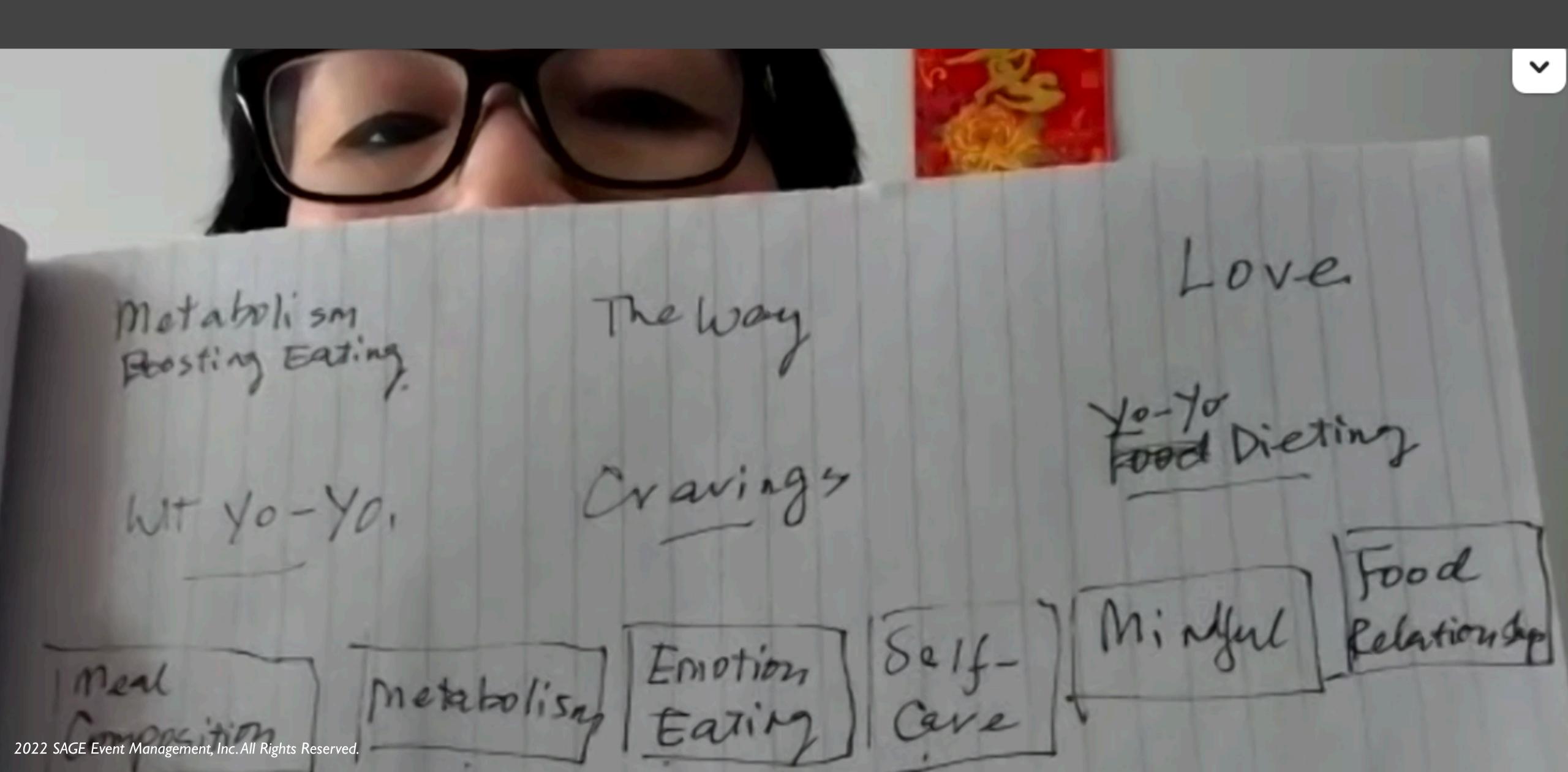
Partner with season

Getting out of yo yo cycle
Metabolism is off
No brain fog
Wake up with energy
Not hungry
Really centered
No Inflammation

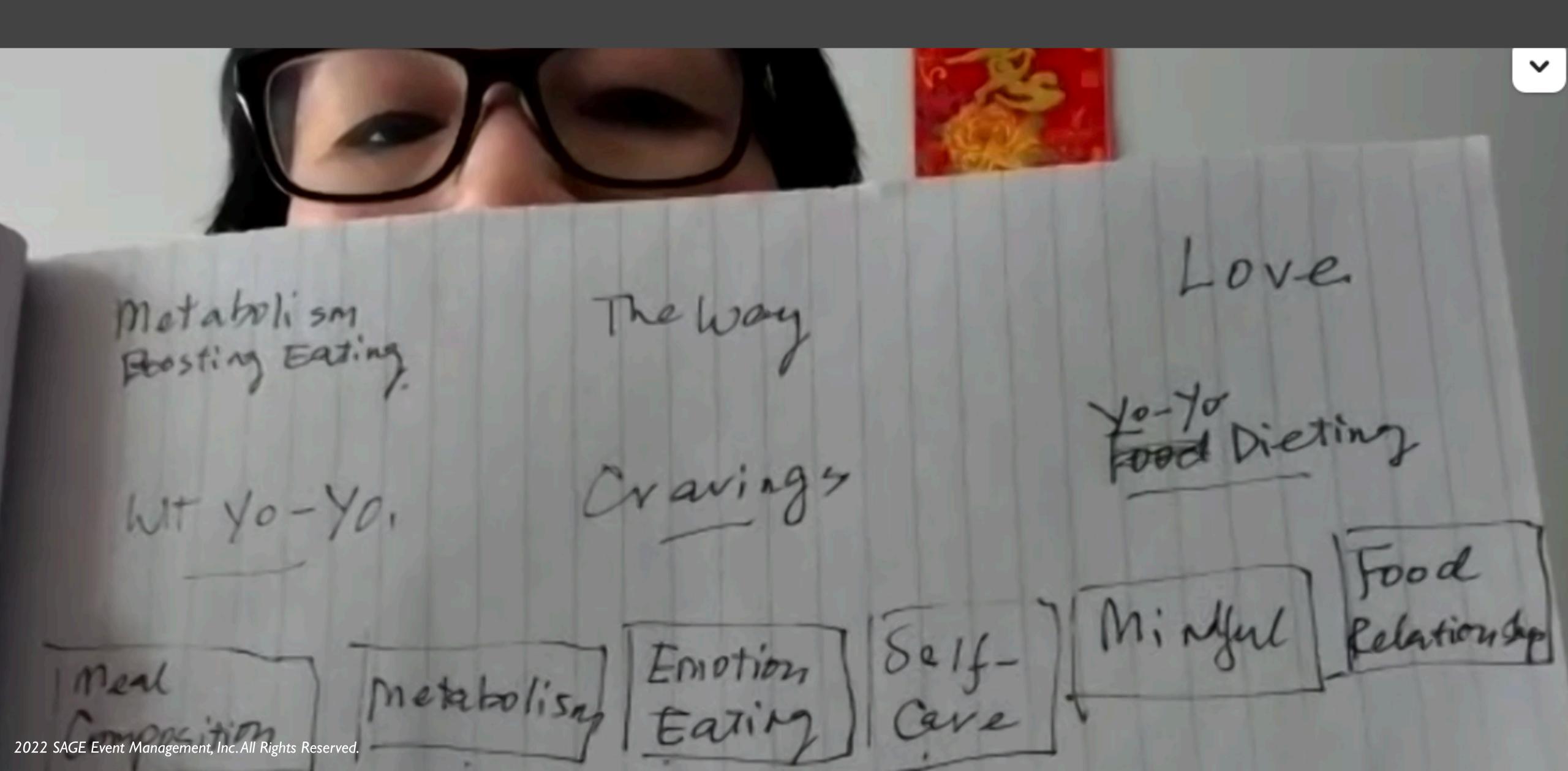
Three Anchors



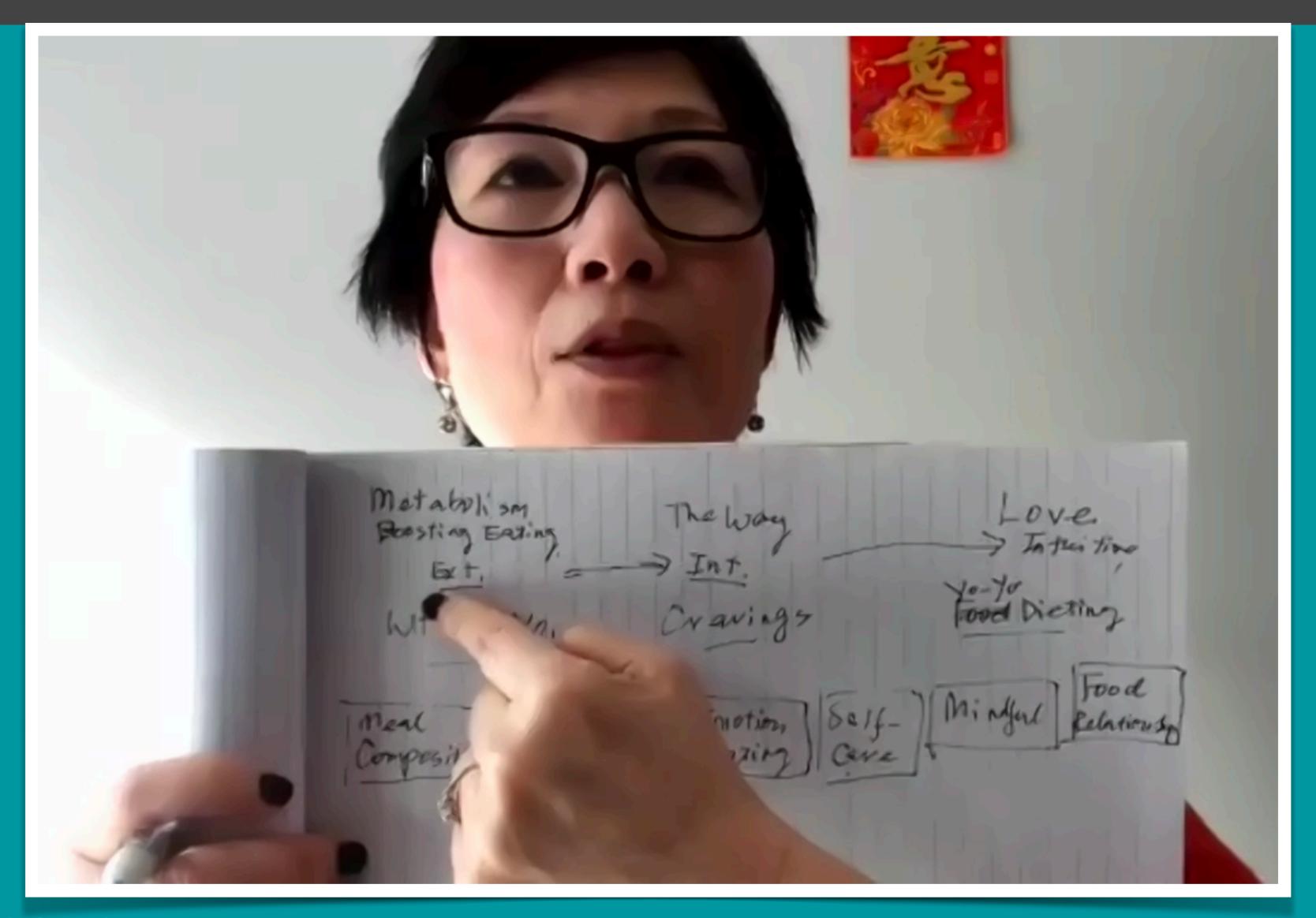
Three Problems



6 Solutions



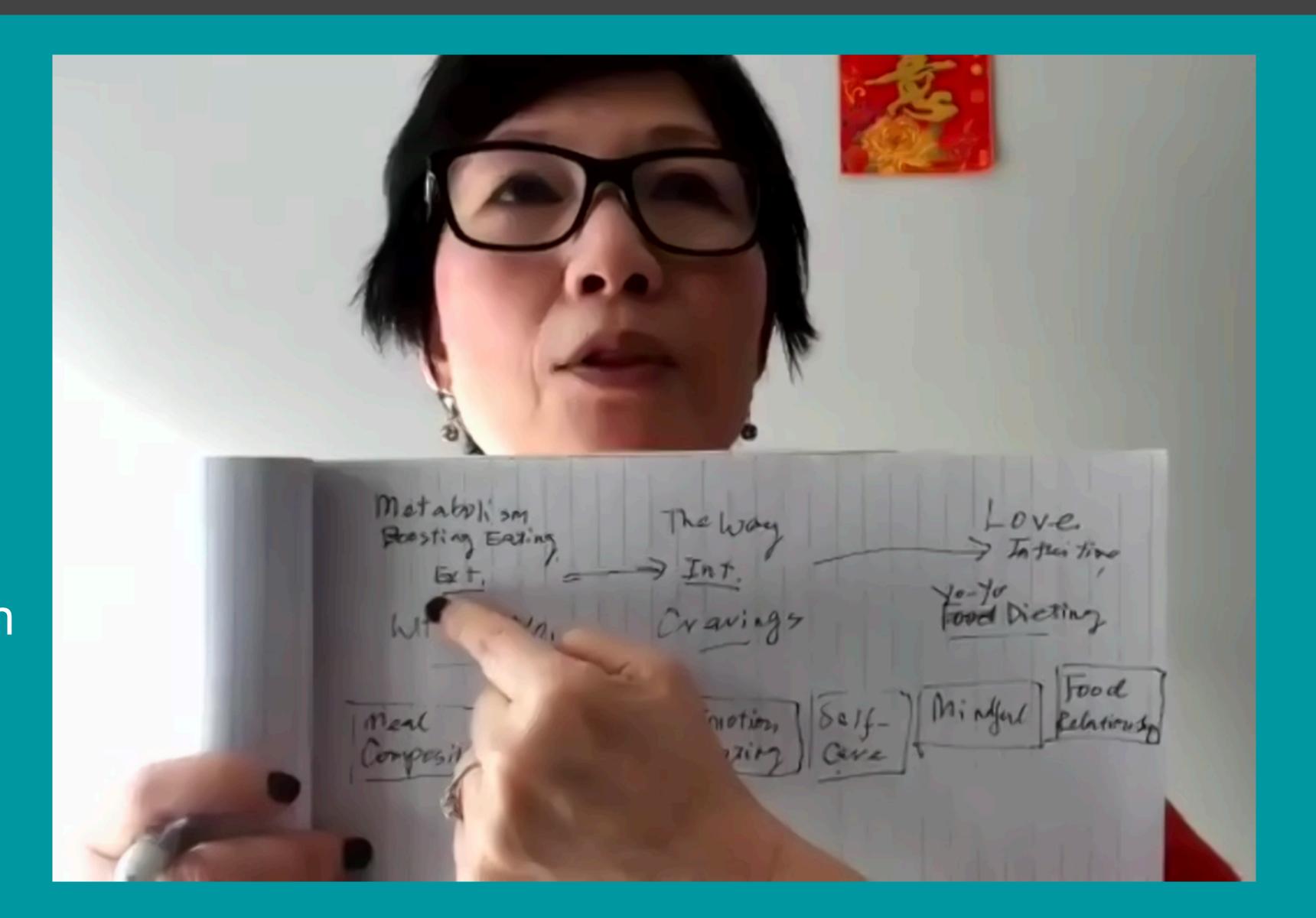
Foundations: 3-3-80 Eating Plan



3 Elements

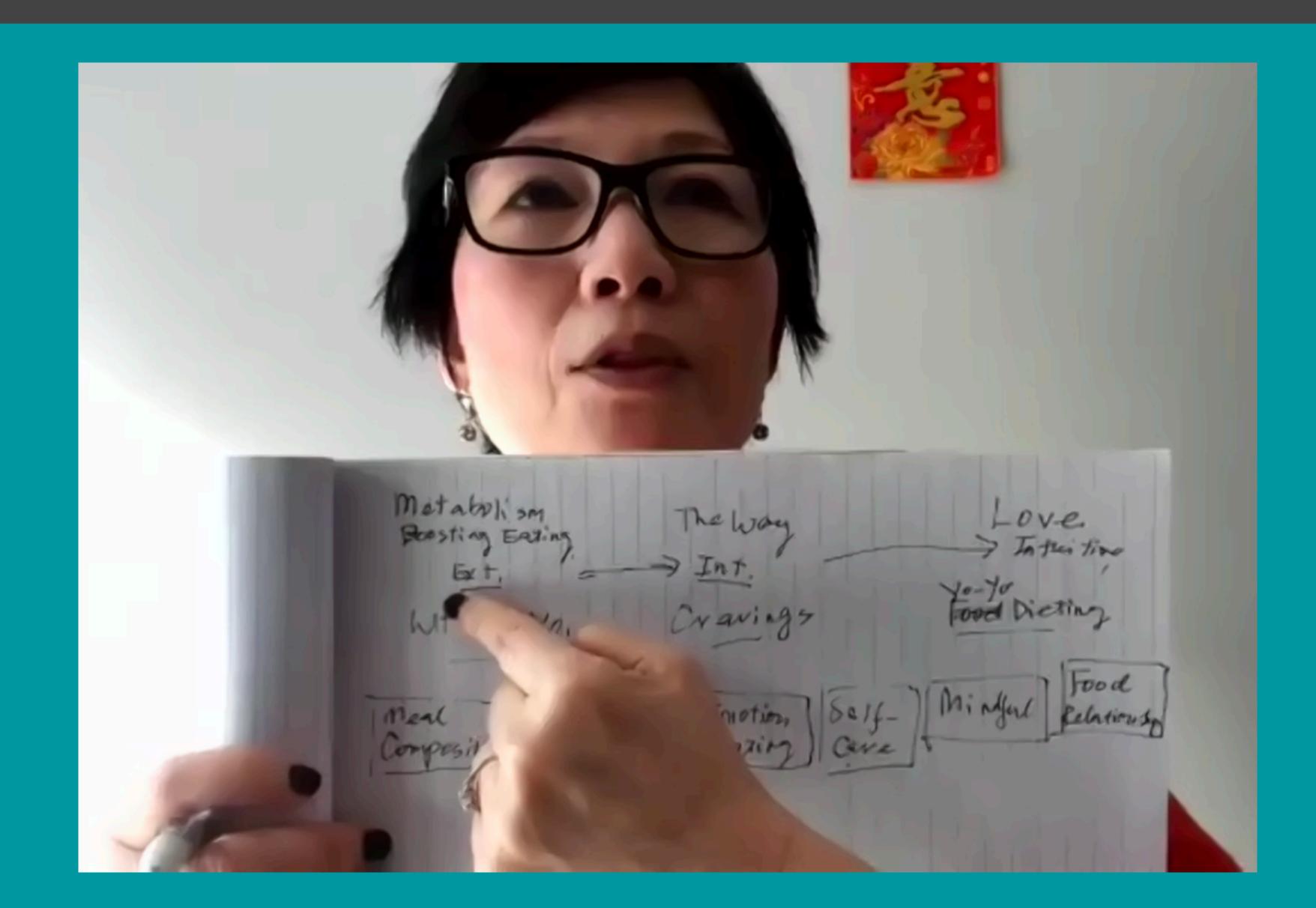
- 1. Anchor with protein
- 2. Pair with veggies
- 3. Finish with whole grain

Order matters
Protein first
Then veggie
Then IF not full, whole grain



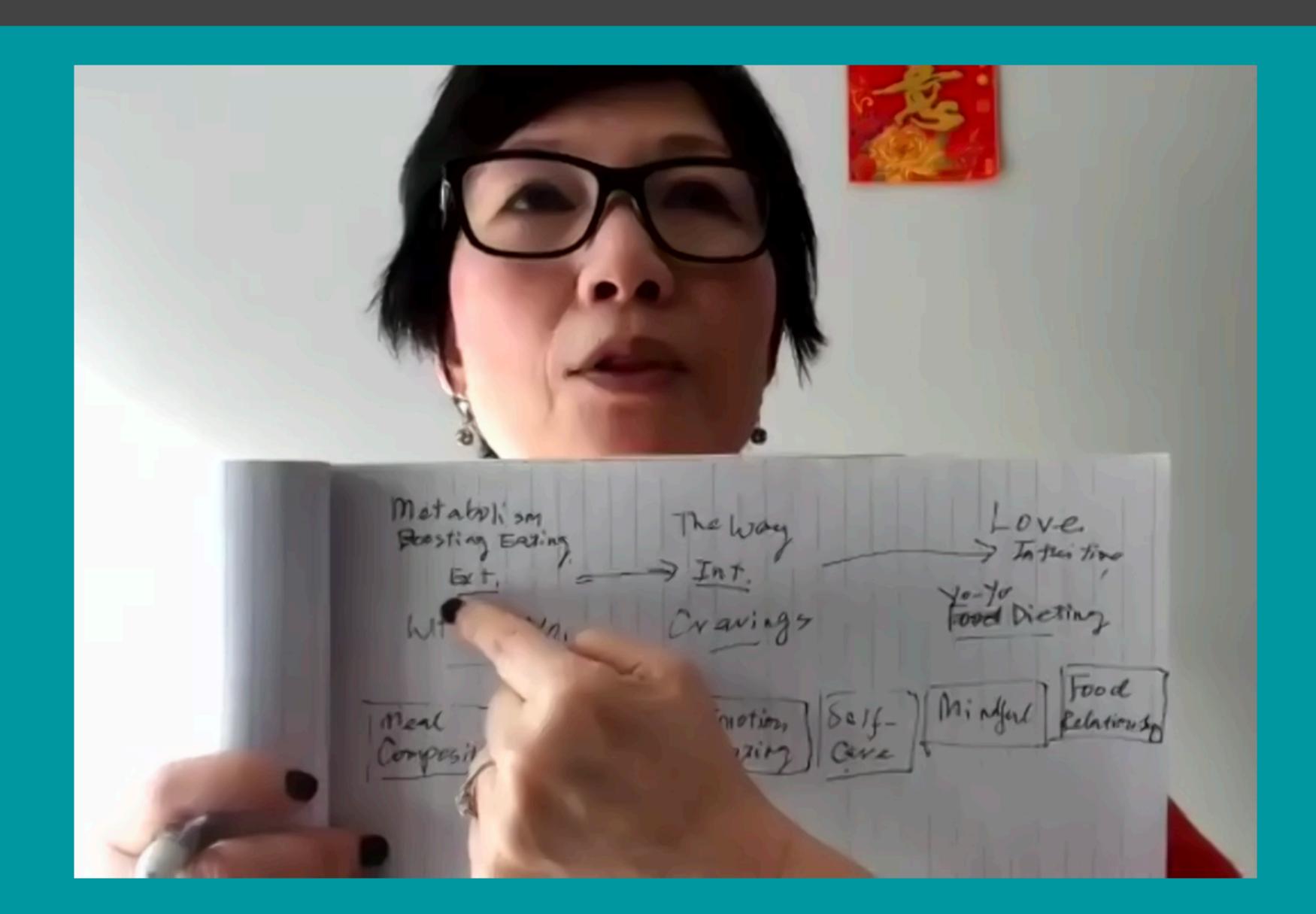
3 Each

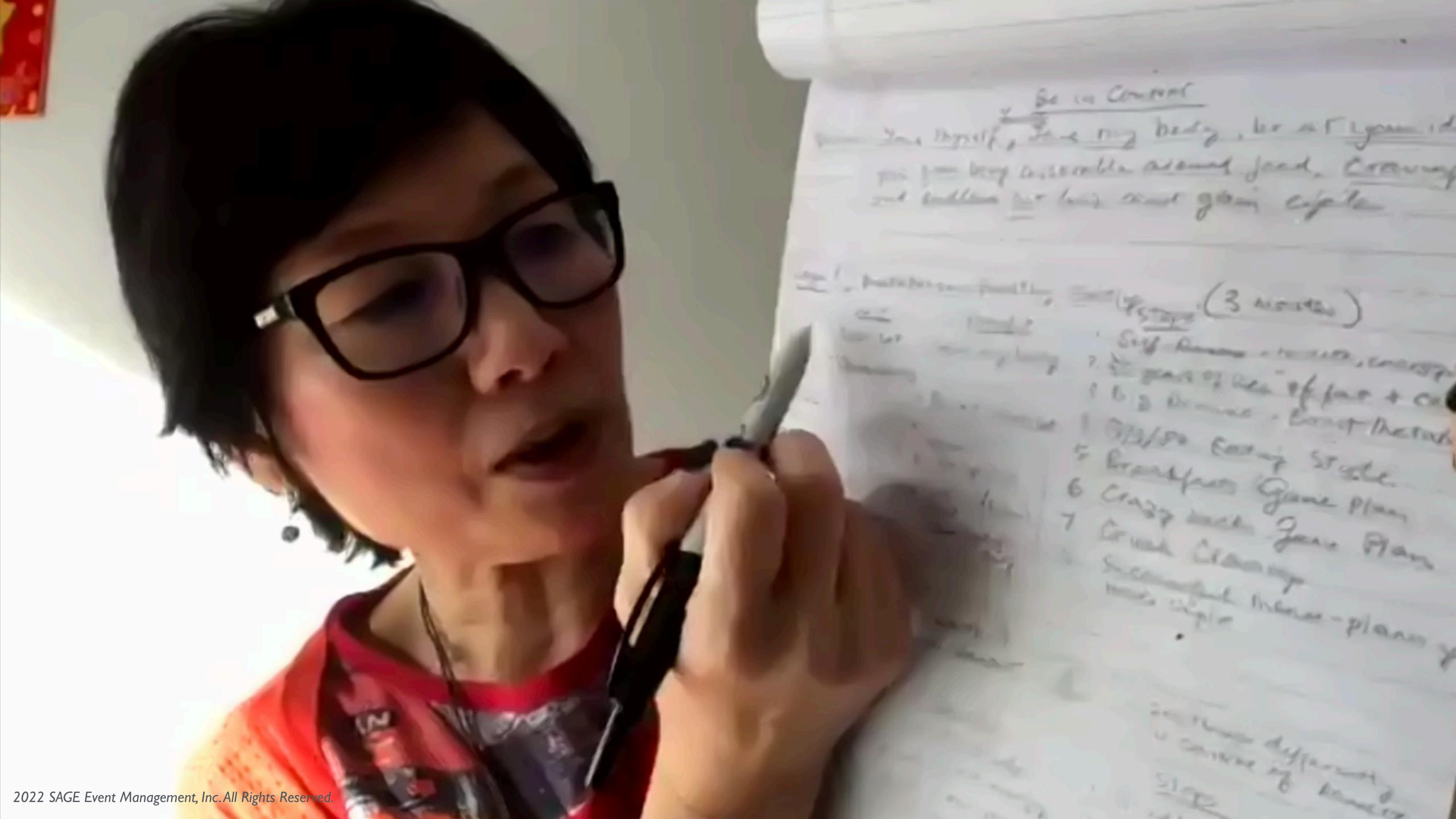
Variety of protein, veggies and grains (3 each)



80% Rule

80% must be simple whole food (no processed food).





wnat i believe....gulding principles

- 1. Eating from self love: what is self love, what are you most hating, resisting?
- 2. Problem solving: Life happens: How to solve any scenario (crazy week, time of year, holidays, vacation, travel)
- 3. Gratitude for food and eating matters: learning what this means and how to practice it
- 4. End inner food fight (change your thinking): Changing external and internal influences (old thinking) until new thinking becomes intuitive.
- 5. What you eat is self care (the rubber band theory: stretch yourself too thin and then you have to come back to where you can be strong): choosing time and place for self care: decide (what), commit (when), resolve (no excuses):
- 6. Exercise is non-negotiable (sacrifice vs worthiness:)
- 7. Body care and skin care: Your inner and outer closet: What you put on your body and what you put in your body matters: live right, eat right, taking care of your liver, hydrating (become the light reflecting back at you in the morning from the mirror)
- 8. Habits: morning is so important (putting fuel in the tank, pay yourself first: eat breakfast, routine and symbolic of feeding self first, find time to move: walk/run, resistance training, gratitude): develop your morning that he get the

What do you stand for?

- Weight loss is not about calorie counting.
- Exercise is not to burn calories (adds health, fires metabolism): must have resistance training (it's about building a relationship with body, bring joy, bring health).
- Skipping breakfast is not ok.
- What you are trying to fix on the outer, starts with what's inner (skincare).
- Fat is a metabolism disorder.
- Intermittent fasting resets body weight set point but it is hard to stay on (re-set insulin level, but hard to stick with because it is about ignoring body signals).
- Your 4 year old eating habits work work better than your 40+ years old habits.
- Menopause is not a death sentence.

FLIP THE SCRIPT!

Original Messaging

Achieving Chinese principles

This is missing the key to weight loss

HTO

Quarterly workshops
Food lab
Metabolism lab
Chinese principles

What season you are in

Receiving signals on the season
Storing energy and seen for the spring: What you eat, How you rest
Full engagement with body, season, workload
Moderate schedule
Partner with season

Not weight loss

Getting out of yo yo cycle
Metabolism is off
No brain fog
Wake up with energy
Not hungry
Really centered
No Inflammation

Original Right Fit Client

- 45-65 woman who wants to stop endless cycle of yo-yo dieting
- Eat for love
- Stop the inner food fight

New Messaging

Eating is from sense of self love (purpose-driven nutrition)

Love your self
Love your body
Love your food
Love your closet
Love your life

NEW Right Fit Client

- 55-65 woman who wants to stop endless cycle of yo-yo dieting
- Eat for love, love to eat, love yourself, love your life
- Be in control: Stop the inner food fight

Rethinking the Message

What is Eat to Love LIVE?

Eat to Love LIVE is a virtual 3-day, highly immersive event where you will discover how to reclaim the confident and healthy life free from the endless cycle of weight loss and gain

This is for you if...

You are tired of get a grip...lose a grip

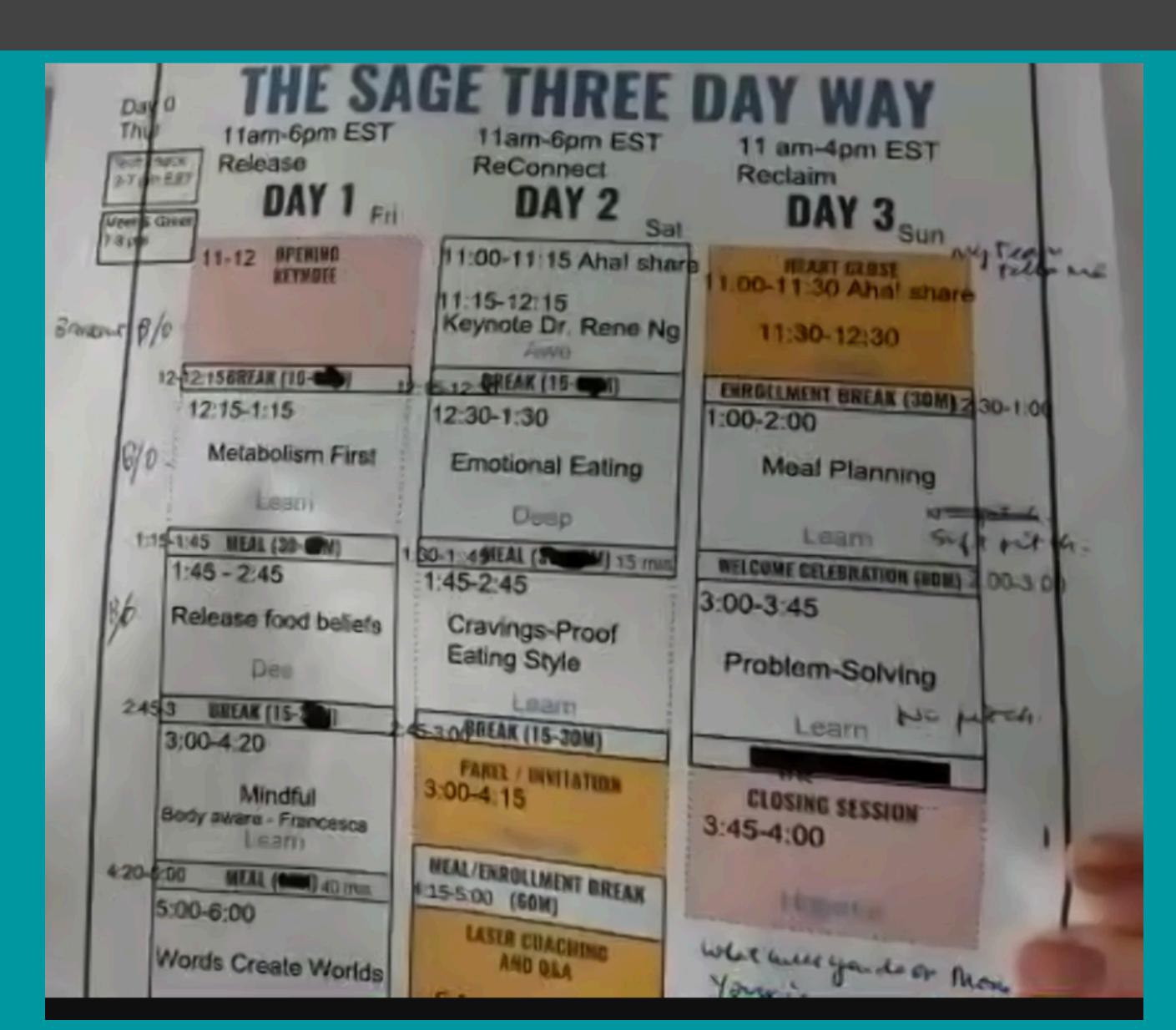
- You think Weight loss is about calorie counting
- You have been told you must skip breakfast (and you white knuckle your way to lunch)
- You think menopause is a death sentence
- You dread holidays, vacations birthday parties, and restaurant outings
- You have been yo-yo dieting and you feel out of control (and close to giving up)
- You dread going into the closet each morning (and if you are being really honest, hate the way you look in your clothes)

Day 1: Release

First 3 months: BE FREE:

Metabolism boosting eating (get results right away!!!)

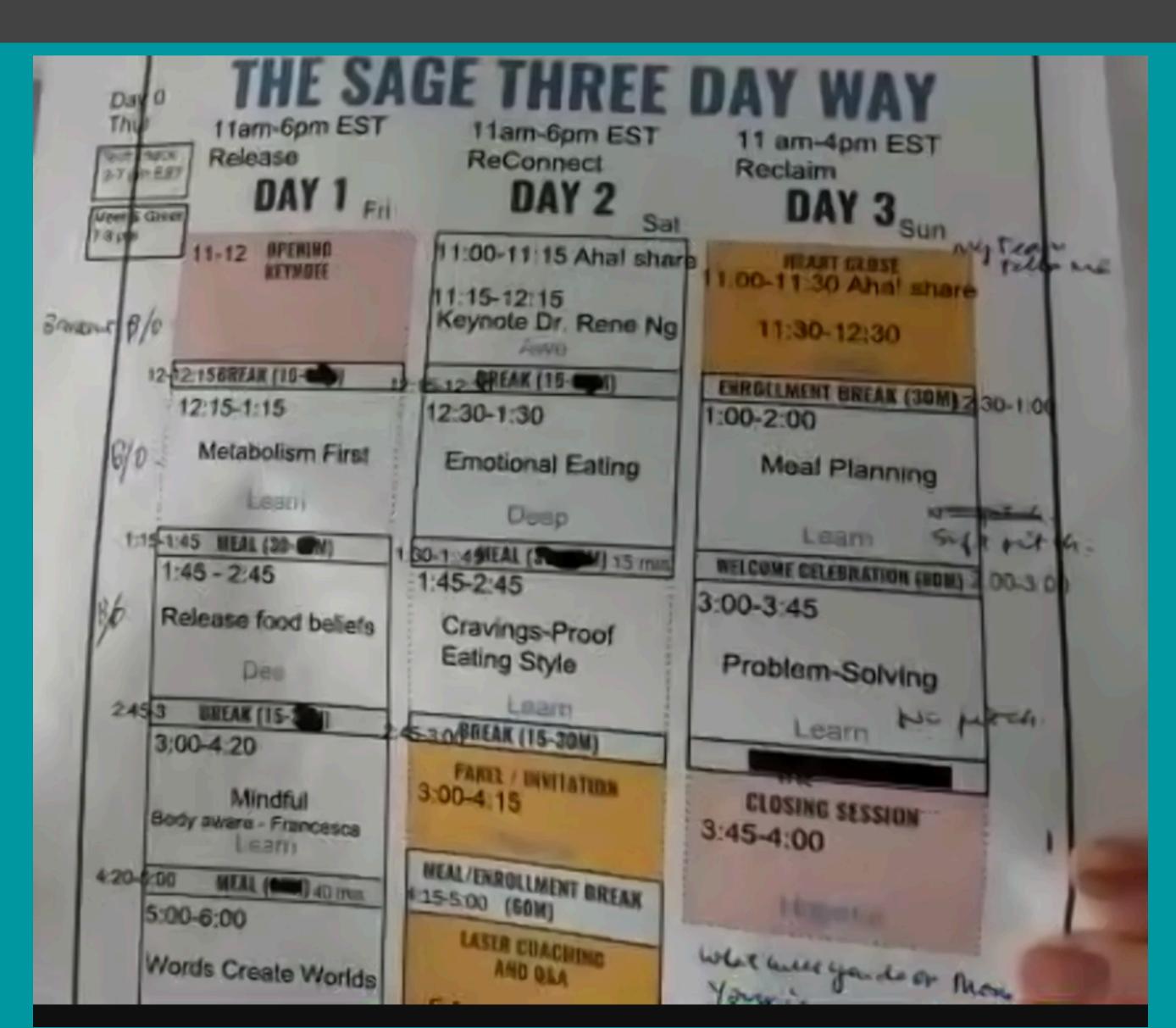
Day 1 mirrors workshop 1: Release



Day 2: Reconnect

Second 3 months:
BE CONFIDENT:
The Way! Resolving cravings

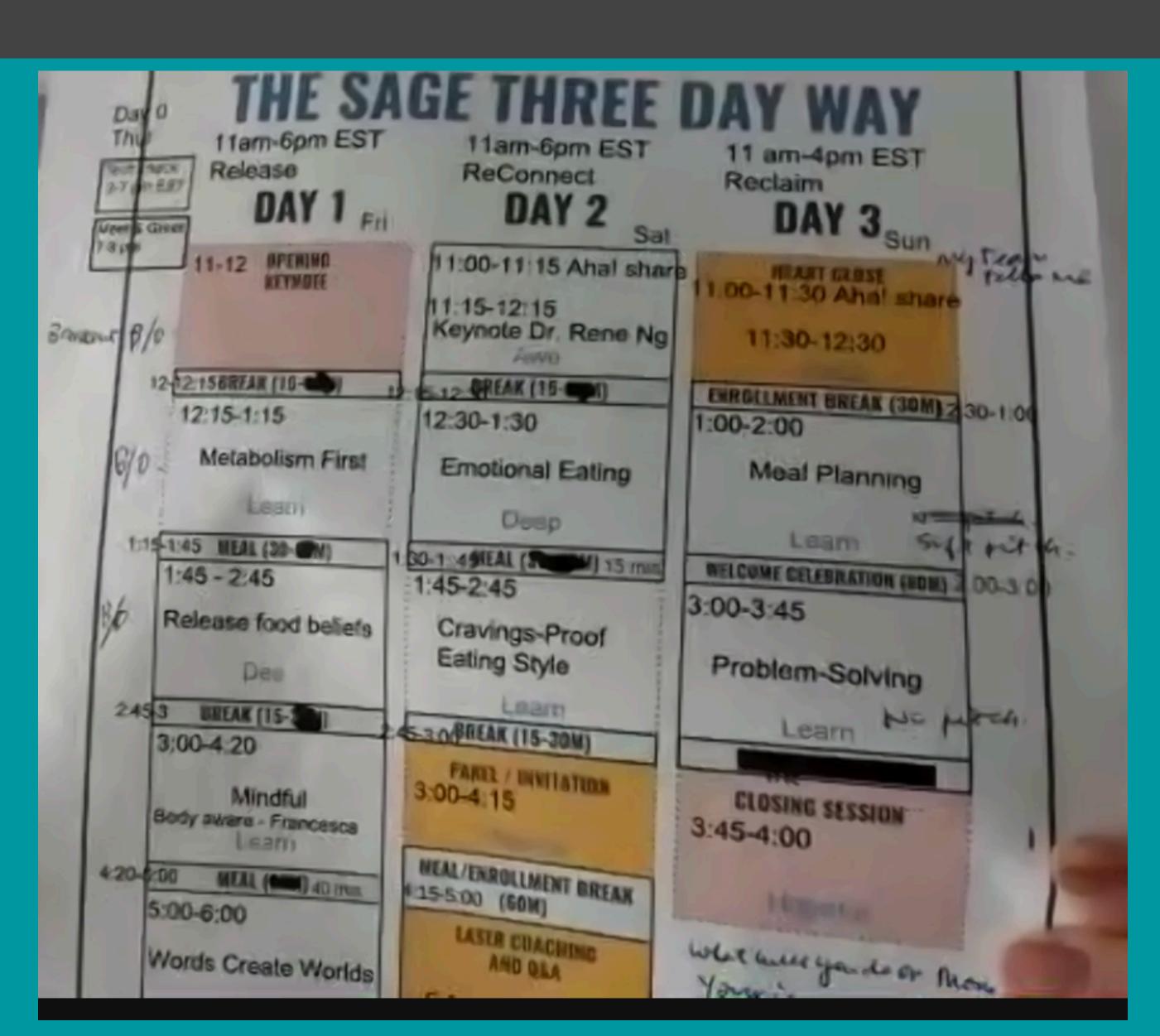
Day 2 mirrors workshop 2: Reconnect



Day 3: Reclaim

Third 3 months:
BE HEALTHY
LOVE mindful eating
Sustaining mind, body, self
talk, self-love

Day 3 mirrors workshop 3: Reclaim



Remember your Non-negotiables! 3 months off for self care So, HTO is 9 months...

The Original Agenda

Day 1 Release

Unmask the diet culture to get to the core of a healthy metabolism

Safely repeal body and food belief that no longer serve you

So you can feel free again

Day 2 Reconnect

Learn skills to connect with body, mind and spirit

Learn powerful skills to completely change the relationship with foods

So you can feel confident again

Day 3 Reclaim

Ready to implement skills to eat and live healthier

Have a consistent eating style that fully embraces your body

So that you can feel healthy again

Day 1 Reframe

Menopause is not the end! Learn why metabolism is the single most important factor in post-menopausal weight loss, and how you can boost yours virtual overnight with 3 simple shifts in how you approach your plate,

Release years (if not generations) of food beliefs that have been secretly controlling you, with one simple "mind trick"

Sabotage starts at the store! Learn how mindful eating will allow you to enjoy foods you love, let go of guilt and get you back to your right fit body

Hear why negative self talk controls more than just your waistline, and how to let it go once and forever (and the surprising connection between what you say and the size you wear)

Day 1 Release

Unmask the diet culture to get to the core of a healthy metabolism

Safely repeal body and food belief that no longer serve you

So you can feel free again

Day 2 Reframe

No more dieting! Learn how to end the inner food fight by loving yourself, your food, and your plate

Re-connect to your inner beauty, by discovering the connection between sacrifice, self-worthiness (and why you might actually be holding onto the extra weight!)

Stop the cravings once and for all! Five simple fool proof steps to stop the cravings without depriving yourself or your family (you can have your cheesecake and eat it too)

Reconnect what life looks like when you don't have to be controlled by food and food cravings anymore

Day 2 Reconnect

Learn skills to connect with body, mind and spirit

Learn powerful skills to completely change the relationship with foods

So you can feel confident again

Day 3 Reframe

Fall in love with yourself, your food, and your closet

Learn my 3—3-80 meal plan: it works anytime, anywhere for anyone (no dieting, no pre-made meals, no added costs)

Learn how to approach feast and famine: abundance and changes to schedule, vacation, holidays can be trigger (unless you have my stealth secrets for staying on track without feeling deprived!)

Game changing habits and the one simple tool that is fat and fast buster no one tells you about: (it will surprise you how this one practice will change everything about how you see food and eating.)

Day 3 Reclaim

Ready to implement skills to eat and live healthier

Have a consistent eating style that fully embraces your body

So that you can feel healthy again

Story Builder

John Sweeney



The Story Builder

The Power of Story

I have made a career out of influencing people, whether it's to buy from me, hire me, learn from me, or be open to new ideas. For the past 40 years I have been in the business of transforming people's thinking and behaviors. My number one tool of influence is storytelling.

If your job involves any need to influence, (whether it be sales, marketing or managing people), my primary bit of advice is to invest a significant amount of time and energy into crafting your story writing and storytelling skills and ensuring you have at least 5-10 stories always in your hip pocket, at your disposal. Find the stories that you love telling, then choose which one to share depending on the situation and your audience.

And, if what I'm saying elicits a bit of fear or somehow has you stuck in some misbelief or false definition of story, here's the great news: I've got your back! The steps and tools in this workbook will make it easy for you to begin creating and honing your stories. And remember, storytelling is a skill that can be learned. In fact, I have taught thousands of people to use storytelling in their marketing, sales, service, innovation, and leadership roles. Stories that help them, share their expertise, clarify their message and serve their audience. A story is simply a way to marry a message with emotion. It's a way to transport your listener into a different reality in order to influence their thinking and behavior. And there is a method and a practice that can help you build and tell those kind of transformational stories. This Story Builder workbook will show you how easy it can be so you can learn, get better, and use the powerful tool of storytelling. It will give you a format and process that works -- processes that been honed and proven for more than 20 years!

--John Sweeney



Why Share a Story?

- Storytelling is a powerful way to leave a lasting impact.
- It's a way to connect on an emotional level with your audience.
- It's a tool to show the value of your product or service.
- It's a connection creator and relationship builder.
- It's a way for your listener to see themselves in the story, as part of the outcome.
- It's a way to 'show,' not 'tell,' the value and the solution of what you are pitching.

The STORY BUILDER

Stories: The Natural Human Connector

Stories work because our brains are wired to relate to, and remember, stories. Stories are naturally "sticky," whereas straight data and facts require effort to retain. Stories appeal to our emotions, which can powerfully influence trust and decisions. By using story, we are helping our audience develop a clearer picture and 'feel' of the positive transformation they'll gain through what we are offering. Delivering a story that specifically addresses a true need is a potent way to show empathy. By the way, none of this is new to you. You already tell stories. Don't overcomplicate this. When you casually share your experiences with friends and family, that's you telling stories. Stories don't have to be long or complicated. In fact, the shorter the better. Our 'five key elements' Story Builder will help you keep your story succinct and potent.

When to Use a Story

At the beginning of the process
A story could be a great way to open.
It can show you're an expert and that
you understand the pain and need
that the audience might be having.

At the end of the process

After you pitch a new idea, offer or solution you can share a story of how your audience, or the end customer, might feel or has been changed for the better.

At the beginning, middle and end of your pitch

Listen for triggers from your audience to prompt you to tell a story that relates to their specific pain or need.

Story Builder Steps

- **Step 1** Start your **story list** (use the **brainstorming tool** on the next page to get you started). Your list will grow as you go. Keep adding as you find stories that work for you, for different audiences, or different customers.
- Step 2 If you are new to using stories, choose one story from your list that excites or compels you. It will be an easy one to practice with first. And if you're a bit more seasoned, find a story that may help you with common objections or with the toughest audiences.
- Step 3 Write down the bullet point "key elements" of your story (follow the outline on pages 4 and 5). These are not full sentences, but simply key words and phrases so you can quickly capture the bones of the story.
- Step 4 Write out your story in sentence form using the key elements as building blocks. As you are scripting the story, imagine you have just a few minutes to tell this story (see sample on page 6).
- Step 5 Read your story out loud (not silently in your head). Talking it out loud is essential. Make any needed changes as you notice how it feels to say the words. Try this a few times until it feels natural and flows.
- Step 6 Practice your story with a trusted friend or colleague. Get feedback and make any needed changes. Ask for 'honest' feedback. Do they feel transformed? Do they 'get it?' What parts made an impact?
- Step 7 Repeat steps 5 and 6 as needed. The more you practice, the more natural it will become.

Building Your Story List --- A Brainstorm Tool (step 1)

The STORY BUILDER

Call to mind the stories that have 'stayed with you' most of your life? Why did they stick? How were YOU transformed by those stories? Think about why you remember those stories, why they rang true to you, and why they were useful for you to gain an understanding of what you were struggling with. Now it's time to collect a few of your own. Remember, we all have stories to tell. They don't even have to be about us, or from us. It could be a story about a customer success you have witnessed in the past, or one that you heard from a customer. In general, you want to create stories that identify a pain or need, show the solution and transformation, and demonstrate the results created by the decision to move forward. Use the following prompts (and the ones in the boxes below) to brainstorm. Brainstorming is about filling the pot with ideas, so there is no evaluation needed during this step. Just jot down a few ideas to get started (shoot for at least 5 or 6 to get rolling).

- Think about your happiest or most loyal customer. Why are they so satisfied?
- What are some of the most surprising results you have seen from your product or service?
- What are the top 10 things your product and service helps your customer do, or achieve?
- What are the most common things your customers, or your internal audience, thank you for?
- What are some of the best successes you have heard about from your co-workers?
- How are some specific customers utilizing your product or service to achieve their goals?

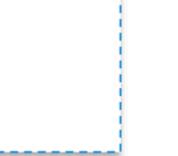
5.

A story about a similar problem: Create a story that illustrates the need and pain point. What was the pain, what needed to be fixed? What was the gap from where they were to where we wanted to be?

A story about similar circumstances: Create a story about someone who had similar circumstances (lack of resources, lack of experience, lack of expertise, lack of technology) was able to use your solution to overcome their circumstances to find success.

A story about a similar person: Create a story about another person who is much like the individual/audience you are presenting to. It could be that they are alike in personality, life situation, age, location, or background.

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The Five Key Elements of a Great Story (step 2 & 3) -- Example

The STORY BUILDER

The FIVE KEY ELEMENTS are the building blocks of a story. Knowing your key elements FIRST will help you: keep your story succinct, make your story memorable, and ensure your story does its job – transform the listener! The 5 elements are: 1) The transformation / desired result (the why). 2) The Main point (the win). 3) The characters (who). 4) The Pain (what needs to be solved). 5) The action points (what happened).

1) What is the transformation you hope your story will inspire?

I want my audience to believe that they can become great salespeople. That they reframe how they look at sales and approach it as a function of service. I want them to enroll in the Sales Shift Program I am offering.

2) What is the main point you are making with this story?

By embracing a mindset of service, a skill set of improvisation and a tool set of storytelling, everyone can be a great salesperson.

3) Character(s)

(Who are the main players in this story? List 1 or 2 notable things about them)

- Former college professor
- Very introverted
- Disliked sales and salespeople
- Had never sold anything in her life

4) The Pain

(What needs to be solved to ease the pain for the client?)

- High level of fear and anxiety about selling
- Low level of confidence in her sales abilities
- Couldn't share her expertise or serve her audience because of lack of sales

5) Action Points

(What happened in the story? Jot down a brief sequence of events.)

- Attended a free LinkedIn webinar I offered
- Reached out to ask for specific advice, stating she was "at the end of her rope and ready to quit"
- Identified her current mindset regarding sales
- Realized the irrational fears and biases she had
- Reframed sales mindset into "teaching and serving"
- Practiced some improvisational techniques with her grandkids
- Created and practiced delivering stories that celebrated her best customers
- Started tracking how many people she helped as a way to motivate her sales initiatives
- Increased her service to others

Five Key Elements of a Sales Story (step 2 & 3) -- Worksheet

The STORY BUILDER

The FIVE KEY ELEMENTS: 1) The transformation / desired result (the why). 2) The point (the win). 3) The characters (who). 4) The pain (what needs to be solved). 5) The action points (what happened).

1) What is the transformation you hope your story will inspire your listener to make? How will they be different? What action will they take?

2) In one sentence, what is the main point you are making with this story? (Typically, the main point is some version of how you turned a right-fit client into a raving fan) and should succinctly explain how you solved the problem to ease your client's pain).

3) Characters

(Who are the main players in this story? List 1 or 2 notable things about them.)

4) The Pain

(What needs to be solved to ease the pain for the client? Describe how they were hurting.)

5) Action Points

(What happened in the story? Jot down a brief sequence of the events.)

Story Draft (step 4) -- Example

Draft or bullet-point your story here. Don't forget the five key elements: the transformation, the point, the characters, the pain, and the action.

I am so grateful you brought that up. You wouldn't believe how common that point of view is. It reminds me of one of my favorite people who we have helped in the past.

I was conducting a LinkedIn seminar that was free to the public and gave people the opportunity to see what we do and get some basic advice on how to sell better.

After the event, I got this heartfelt message from a woman by the name of Diana Shula. She had been a teacher her entire life and had now decided to share what she'd been teaching to her students, with the general public. Unfortunately for her, she would have to sell herself to a new audience.

She told me that she hated sales and hated salespeople even more. She said she was so frightened of selling and that she was about to give up on her dream of sharing her expertise with the world because of her anxiety associated with selling. She was desperate and needed help.

First, I asked her to take some time to examine and describe her current mindset when it came to selling. That simple process allowed her to understand her bias and fears. She was even able to identify where some of those biases and fears had come from in her past jobs and childhood.

We then created a new definition of her sales mindset, which included many of the same things she appreciated about being a teacher in helping others.

She let me know that one of the things that worried her about selling is not knowing what to do or say, because as a teacher she had planned things out in advance. I gave her a few simple improvisational games she could play with her grandkids to increase her spontaneity and flexibility. She said it was a blast and that her grandkids asked her to play whenever they saw her.

She really got into the storytelling process and thought the tools we shared with her helped her create great stories. She became a much better storyteller.

She even reframed the metrics she was using for sales. Now she just keeps track of how many people she has helped, posts that number on her computer screen, and uses it to motivate herself as a way to increase her sales!

I'm so grateful that we were able to help her look at things differently because if she would've quit, thousands of people would not have been able to benefit from her wisdom and teachings.

Tips, Tricks & Words of Wisdom

- When practicing, make sure to get feedback from someone who is honest and supportive.
- Know your audience and choose the story that may have a personal connection to them or their pain. (Do your research).
- Tell your story in your authentic style (this is about being yourself, not acting "salesy". It might help to think that
 you are being of service to your listener by helping them see this solution in a new way.
- Clarity and brevity are always better than excessive detail and redundancy.
- Summarize the persuasive point you are making at the beginning and end of your story (remember transformation and main point).
- o Practice. Practice.
- Emotion drives engagement. Emotion builds trust. Trust leads to decisions.
- O Being a great storyteller is a life-long practice. You have time. It doesn't have to be perfect right away. The more times you practice, the more you'll find what works for you.
- When you're nervous, be of service. Think of your story as a way to 'serve' your client (vs. a way to perform something). That will take the self-judgment and pressure off you.

Need a Transition? Try one of these story intros:

- "Let me share a story about a person that tried this before..."
- "What you told me really reminds me of one of our favorite customers who..."
- One of our customers who really benefited from our (insert product or service) and had a lot of the same issues you have shared..."
- "Thanks for sharing that. It makes sense and reminds me of someone that was really successful..."
- One of our most successful clients started out with a similar situation ..."
- "Your situation really reminds me of someone we loved working with..."

Words Matter, Emotions Sell

If we can create a story that engages our audience's emotions, they are more likely to listen and buy. Stories that appeal to our senses are more memorable and impactful. Be sure to include just a few details in your stories that are sensory. Think of things you can see, smell, touch, hear, etc.. When you include sensory details, it helps your client 'feel' the story. As you get more comfortable, try to show your emotions as you are telling the story. It will be even more compelling and will draw your client more deeply into the story.

STORY MATTERS

Host and Speakers

Cindy Chan Phillips, MBA, MS, RD, Host

I'M 50 FT TALL, in my bright red sweater, beaming down at all of Times Square on the Nasdaq Jumbotron.

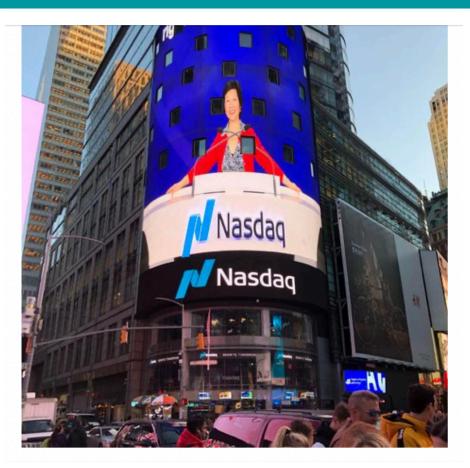
Finally a recognized dietitian on top of the world! Only I can't ignore what I am hiding.

I was trained to reduce calories to help women lose weight. Avoid fat, I was told.

The conflict grows and grows in my Chinese mind.

Mother minces pork by chopping the meat with the cleaver in swift heavy motion repeatedly until the consistency is done. Squatting on the ground the entire time. Steamed pork patty is delicious with hot steamed rice. I am 8 in Hong Kong.





I hide my heritage.

I want to publish in medical journals and speak at conferences. I achieve all that, and the Jumbotron.

Until I realize I have been hesitant to show up fully.

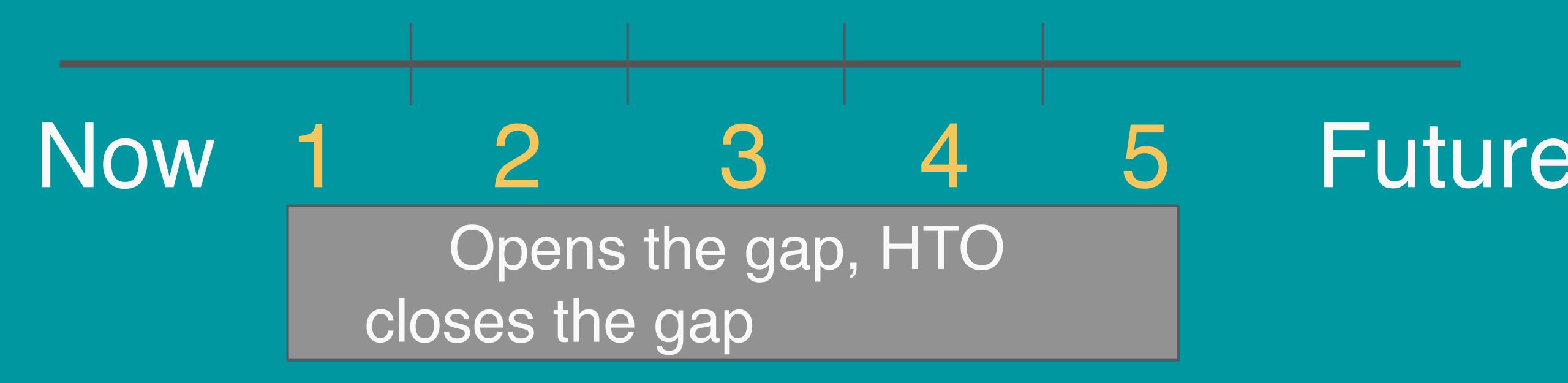
Hi! I am Cindy, a non-diet nutrition coach I help women in their 50's to eat without guilt so that you have the energy to do what matters to you in life.

Are you also yearning for freedom from hiding? I know what it's like. Join me.

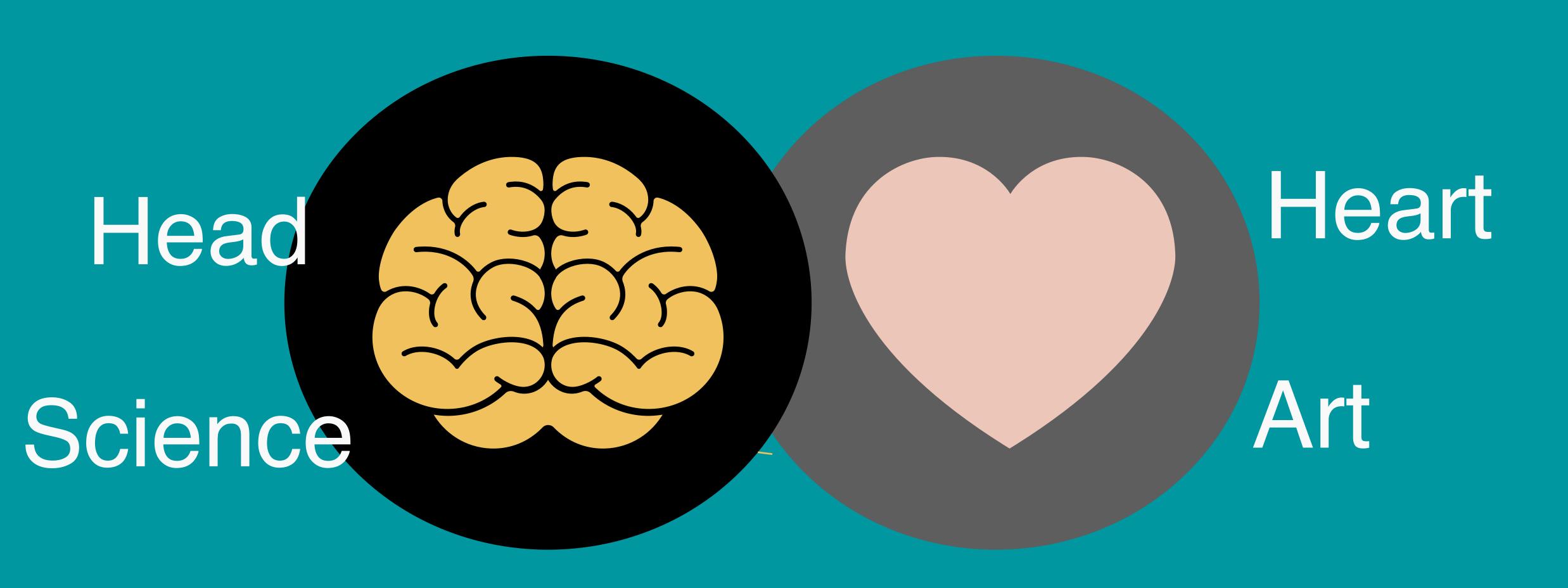
Cindy

Success Patn and the Message Map Stu McLaren

Success Path



Heart & Head (Message & Method)



Message Map

Now

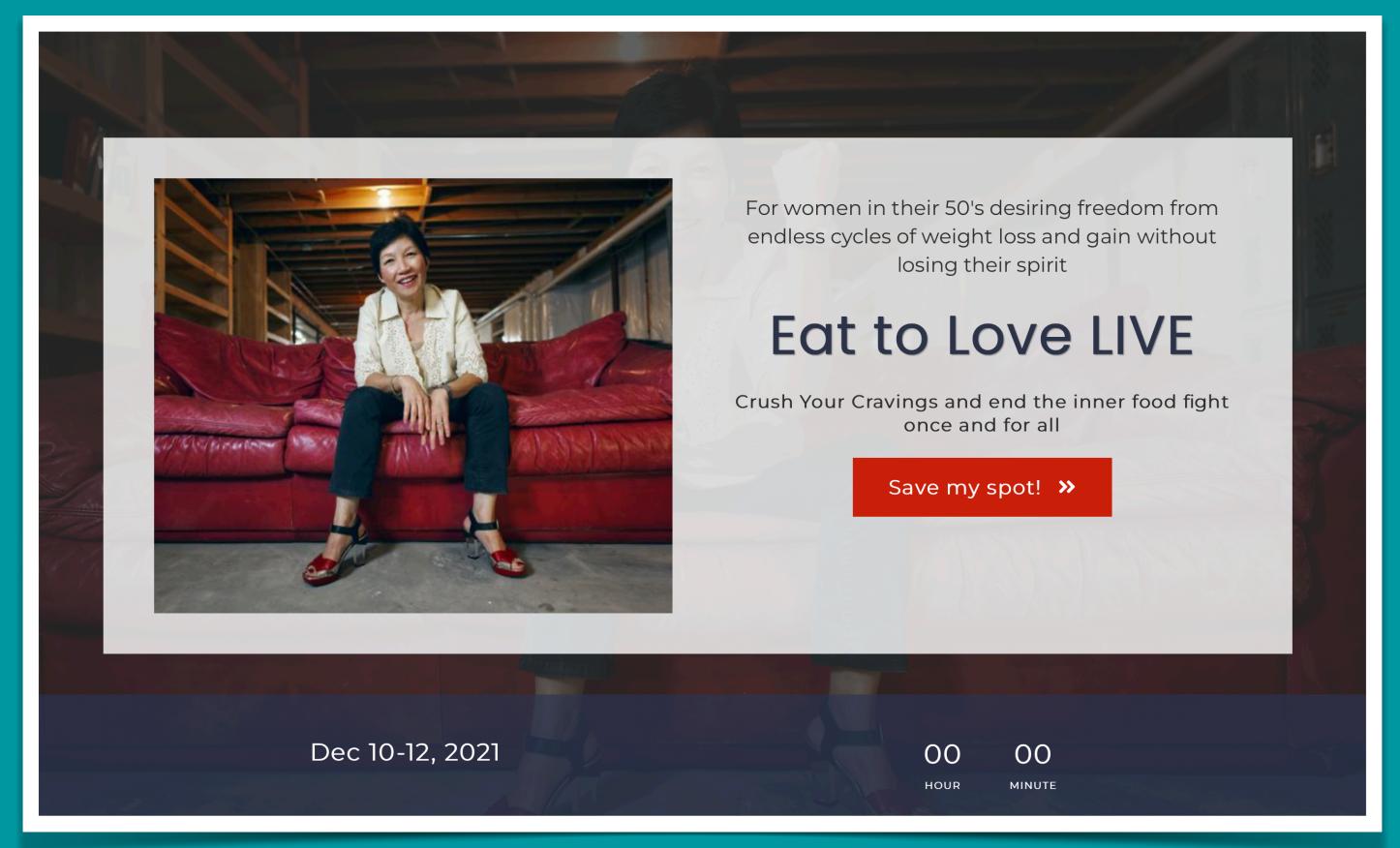
Future

Stuck?

The "future" words are the opposite of the "now" words!

Give voice to RFC thoughts and Gap: contrast between two worlds

So, What do YOU stand for?



For women in their 50s desiring freedom from endless cycle Of weight loss and gain Without losing their spirit.

Becomes.....

Are you ready to...

Love your self
Love your body
Love your food
Love your closet
Love your life

Now

Future

If you are a woman in your 50s who wants to stop the endless cycle of yo-yo dieting —

I can show you how to crush your cravings and stop the inner food fight Once and for all!

If this sounds like you, Join me for Eat to Love LIVE!

Getting into your Heart (What would you say to your RFC?...)

If I am being really honest....

What really makes me angry....

What really gets me up in the morning....

The "Now" Message

What is Eat to Love LIVE?

Eat to Love LIVE is a virtual 3-day, highly immersive event where you will discover how to reclaim the confident and healthy life free from the endless cycle of weight loss and gain

This is for you if...

You are tired of get a grip...lose a grip

- You think Weight loss is about calorie counting
- You have been told you must skip breakfast (and you white knuckle your way to lunch)
- You think menopause is a death sentence
- You dread holidays, vacations birthday parties, and restaurant outings
- You have been yo-yo dieting and you feel out of control (and close to giving up)
- You dread going into the closet each morning (and if you are being really honest, hate the way you look in your clothes)

Simple approach to writing hooks for sales page

| Verb | What, how, why | #, thing | Transformation | Hook |
|----------|----------------|----------|----------------|------|
| See | | | | |
| Discover | | | | |
| Learn | | | | |
| Explore | | | | |
| Hear | | | | |

The "future" message

Learn the simple eating habits that boost metabolism so you burn food and fat more efficiently (without pills or restrictive calorie-counting)

Let go of the "fat pants" forever! Discover the biggest lie in the dieting world that keeps people stuck in an endless cycle of yo-yo dieting. It's easier than you think when you know 6 simple secrets!

Learn how negative self talk can self sabotage (and the simple trick to change what you say and what you eat that will change your waistline forever)

In this 3-day virtual LIVE event, you will discover:

- The Ancient Chinese secrets that avoid the cycles of weight loss and gain
- Cravings-proof 3/3/80 eating style

that boosts your metabolism and converts foods to energy more efficiently (without pills or restrictive caloriecounting)

how to break free from the biggest

lie in the diet culture and start to accelerate the way to your ideal weight

Build a more resilient self-talk

language to restore your ideal weight that lasts (without demanding a stronger will-power)

- How a Chinese Medicine Doctor decodes the language of our body that naturally leads to a healthier life
- A simple energy-supporting meal planning approach that is consistent which most meal planning misses)
- How to live free with a relationship

with food that nurtures body, mind and spirit.

- Let go of the gripping food belief and restores your confidence inside and out.
- A game plan for your busy work week and leisure travel.
- 🗸 A roadmap for you to keep

The super simple "no diet" meal planning tool that doesn't count calories, works anytime anywhere — with no "diet" food, without giving up the food you love, and with no added costs at the store or restaurant!

Let go of the gripping food belief that sabotages you at the store, abandons you at the plate (and makes you dread your closet in the morning). Learn the simple method that will have you love your plate, live in your right fit body and look forward to getting dressed in the morning!

A foolproof game plan for the days (or holidays) you are crazy busy, traveling, vacationing (or running to the fridge for comfort!)

Sample Sales Page: Ideas into Action

Here's a Preview:

- The simple approach to designing your <u>high-converting</u> high ticket offers (and what even many veteran event hosts get wrong)
- The "3 x 3 PAG" formula that turns right fit clients into high converting raving fans (it's likely not what you think it is)
- The simple strategy for integrating your high ticket offer into **your PAG design** (without compromising either)
- The **biggest mistake** marketers make when filling their live events
- How to make sure your attendees show up and stay until the end
- What matters most during virtual registration (and what you should never do)
- How to scale your events from 5 to 50 to 500 and beyond (hint: the same formulas and strategies work for events of any size)
- Ways to pay for your event (and the revenue generating strategies to avoid)
- How to structure and sell sponsors and have attendees asking for more time with them
- The tech must-haves and the best way to maximize resources (you don't need a big studio or big budget)
- The new non-negotiables for dashboards (you don't have to spend big dollars for big results)
- Why Day 3 (and the day / week after) are more important than in-person
- How to get your family and your team excited, inspired and on your side
- Mapping out a timeline for success

PRO TIPS:

Less is more
Speak directly to your RFC
Speak directly to the problems you solve
Enunciate the reasons they can't miss this event

And...

- Why 2021 will be a blockbuster year for live events, and how you can be ready to lead the event rally
- How pivoting out of COVID may be harder than pivoting in (but, worth it)

Hooks written based on PAG design based on HTO throughline (ties into Details slide)

Sample Hooks: Ideas Into Action

During Our Time Together We'll Focus on...

DAY 1 STRATEGIZE

Strategy First! SAGE's hallmark approach — we walk you through the very same process we use to design events for our clients (works for events fo 5, 50, 500+):

- Create your high ticket offer so you can reverse engineer the program design, the experience, and the delivery for your purpose-driven pay day.
- Learn the single most effective approach to filling the room (and where most go wrong)
- Design the tech stack that works best for your vision, your experience and your budget.
- See the sponsor and breakout model at work.

This is a roll up your sleeves and get to work kind of day, integrating our Strategy First approach into your very own Event Blueprint.

DAY 2

MONETIZE

Now that we have the strategy set, we can start to monetize the event:

- Learn how to take what you most love about in-person and virtualize it for maximum ROE (return on engagement) and ROI (return on investment).
- Explore how integrating "funification" can improve stick through the very last hour of the event using simple leaderboard and dashboard strategies.
- Uncover the single most effective exercise to increase conversion.
- Discover the best approach to integrating sponsors, speakers and case studies.

As you fill in your own Virtual Event Blueprint you will see your own live event come into sharper focus.

DAY 3

ACTUALIZE

Our last day together is devoted to putting ideas into action.

- Learn how to overcome the 5 biggest challenges to closing any sale.
- Get clear on the 5 step enrollment method that will change your mindset around sales and enrollment forever.
- Integrate your strategize and virtualize gameplan into the design of your program-at-aglance (agenda)
- Map out your timeline with a detailed plan of action.

There's no stopping you now! Fired Up! Ready to go!

PRO TIPS:

Less is more

Speak directly to your RFC.

Speak directly to the problems you solve.

Give enough insight that they see value.

Do not provide a detailed schedule.

This is another version of your preview.

Daily themes anchor, simple overview of your big rocks: PAG to HTO throughline attracts RFC

YOUR Words Matter

Inaction



IN ACTION!

Brainstorming

Volume, not perfecti

The Power of Sh*tty First Draft

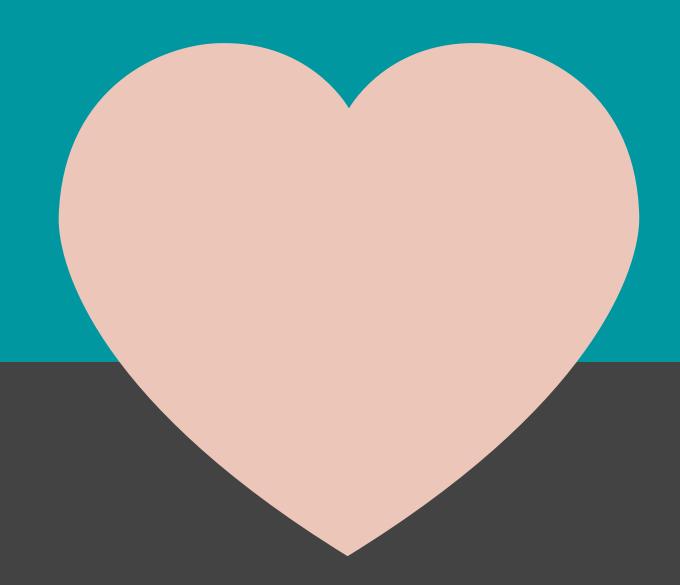
First Draft....

Second Draft....

Third Draft....

Right Fit Copy for Right Fit Clients

Message





Method