



**MESSAGE  
2  
MILLIONS**

## **The Ultimate Online Presentation Swipe File** *How to Create Powerful Online Presentations Over and Over Again!*

### **1. Who/What: Who are you and what do you do?**

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### **2. Learn: What are they going to learn?**

In this teleseminar/webinar/presentation you're going to learn...

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_
- 3.) \_\_\_\_\_
- 4.) \_\_\_\_\_
- 5.) \_\_\_\_\_

### **3. Mission/Opportunity: What's the Big Opportunity and the Mission you want them to enroll in?**

Example of How to Frame the Opportunity: There's no better time in history than right now, to live your passion and share your gifts with the world. For the last 100 years in the Industrial age, The Human Spirit, Voice, and Passions have been suppressed. Now is your opportunity to Play a higher role, serve a higher purpose and earn a higher income.

**What is yours?**

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**4. Problem: What's the problem you're solving?**

Example: Most coaches/entrepreneurs are trading their time for dollars, they are a prisoner of the system they created, they are chained to a desk, with a phone attached to their ear, and they haven't created a lifestyle they deserve.

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**5. Free Hook: At the end of the Call I'm going to give you \_\_\_\_\_ (give away something free as a bonus and make that your hook.)**

**What will your hook be?**

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## 6. Fascination Story: Tell your story and fascinate your audience with true authentic connection.

Every story has these components:

- a) **The Call:** When did you get the call to get into this work?
- b) **The Pit:** Describe the time that you were in the pit facing your biggest challenge with no hope, feeling frustrated.
- c) **The Journey:** Describe the years of searching and studying to find the solution that would change your life.
- d) **The Moment of Breakthrough:** What was the moment that you discovered this secret that changed your life?
- e) **Fascinating Results:** What were the results that you got?
- f) **Other People's Results:** Who were the other people that got results from this process?

## 7. Success Stories: List 3 success stories of people you have helped.

1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

**8. Rockstar Content (50% of the Presentation): Teach something...like The 12 Essentials to Build a Thriving Coaching Business. Teach 5 steps or 7 essentials in the teleseminar / webinar / presentation.**

**What will your steps be? List them.**

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_
- 3.) \_\_\_\_\_
- 4.) \_\_\_\_\_
- 5.) \_\_\_\_\_
- 6.) \_\_\_\_\_
- 7.) \_\_\_\_\_

**9. Teaser offer: This is where you take 3-5 minutes and sell for the first time.**

(In a 90 minute webinar this takes place at the 60<sup>th</sup> minute)...Give an overview of your program with a small call to action and go back to teaching.

**10. CTA- First Call TO Action -"Click the link for more information"**

**11. Do's/Don't:**

Do's: Tell them 5 Things they must do (Give them action steps they can implement today)

**What are your do's?**

- 1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

4.) \_\_\_\_\_

5.) \_\_\_\_\_

Don't: tell them several things not to do, such as “Don’t waste your time and money trying to figure this out on your own.

**What are your don'ts?**

1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

## The Sale

**1. Second Offer - The real sale: Now you really Sell and take enough time to make a thorough, detailed offer.**

### 2. Features/Modules

A) **Features:** Talk about the features and how many hours are in the program and if they are going to be audio or video or shipped in a box. Give them a tangible feel of the features. (Don't spend much time on this part)

B) **Modules/Steps:** Here are the 6 strategies of what you must know to \_\_\_\_\_ (What are you teaching) These 6 strategies are broken down into Modules, and whether you enroll in my program or not, these are the strategies you need to know so pay close attention.

How to...

How to...

How to...

**Lots of how to's and pay attention to giving clear details and steps so their rational mind is satisfied.**

**3. Price Contrast (To work with me one on one people pay Thousands of Dollars, but I wanted to make this program available to you for fraction of the price)**

**What is your price contrast?**

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**4. Guarantee: Before I tell you the price, here is my Guarantee (30 Day Guarantee)**

**5. Retail pricing: The Retail of this program is \$2,000 but that's not what you're going to pay when you enroll today.**

What is the retail price for your program? \$ \_\_\_\_\_

**6. Special Pricing: Special pricing for today's call or today's presentation is \$ \_\_\_\_\_.**

Example: \$1,997 one-time payment or 3 payments of.....

**Go ahead, Click The Button Below and Get Registered**

What is your special pricing? \$ \_\_\_\_\_

**7. Bonus 1-2: Add bonuses. This is what creates action takers.**

What are bonuses 1 and 2?

1.) \_\_\_\_\_

2.) \_\_\_\_\_

**8. Bonus 3-4: These are the higher valued bonuses like personal time with you, group coaching via telephone, or event tickets.**

What are bonuses 3 and 4?

3.) \_\_\_\_\_

4.) \_\_\_\_\_

**9. Includer (The first 100 people to sign up will be included in this offer. This is a way to get them to act now-make sure its true-no fake includes)**

Example: The first 100 people to sign up get 6 months of access to an “Ask Ted Anything” Online Members Forum.

**What are two of your inclusions?**

1.) \_\_\_\_\_

\_\_\_\_\_

2.) \_\_\_\_\_

\_\_\_\_\_

### **10. Command/Speed (Tell them what to do, and speed up)**

“Click the button below and enroll in the program.”

“Go to the back of the room and get registered for the program.”

**At the end of your presentation, what action do you want them to take?**

\_\_\_\_\_  
\_\_\_\_\_

### **11. Unite/Call Sign (We can do this together, we can make a difference)**

Until Next Time, Play a Higher Role and Serve a Higher purpose

**What's your call sign? (Every fighter pilot should have one)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# MESSAGE 2 MILLIONS

"Some say be reasonable, I say be unreasonable. Some say be practical, I say be unpractical. Some say be rational, I say be irrational. There was never a person who achieved milestones of great magnitude without thinking differently, and if thinking differently requires you to be a loner, outsider, or even rebel at times, than damn it, be who you need to be because that is who you truly are.

You are a magnificent, powerful, amazing spectacle, and the world has their eyes on you. They see your power and they are afraid of it, they see your inspiration and they sometimes run from it, but deep down in the way hours of the night, in the places that they don't talk about at parties, they want you at your best, they need you at your best. Because while others are running from, you are the person that runs to. You are the person that stands in your conviction and says, "Nothings gonna stop me, not now, not ever, and not for eternity."

-Ted McGrath

Nothing is more motivating and inspiring than a personal story. Your story is the core of everything you do to promote and grow your business.

Sharing my story has been the key to my multi-million-dollar success, but I didn't just tell a story. I shared my story. There is a specific strategy to sharing your story so that you come across as real and vulnerable to your audience. Being real and vulnerable makes a strong connection.