

PLF Video 1 Script

1. HOOK

Why are some people able to [DESIRED RESULT] while others are [CURRENT REALITY]?

Why are some people [DESIRED RESULT #2] while others are [CURRENT REALITY #2]?

Why are some people [DESIRED RESULT #3] while others are [CURRENT REALITY #3]?

[CONTRAST CURRENT REALITY vs. DESIRED REALITY]

2. INTRODUCTION

Hi, my name is [NAME], founder of [NEW COURSE] and [PREVIOUS BIG ACCOMPLISHMENT]. Welcome to my brand new video series entitled [NAME OF SERIES].

In this first video, you're going to discover a [FRAMEWORK/PROCESS/SYSTEM] for creating [DESIRED RESULT]. This is going to immediately help you [BENEFIT]. Once you get this down, you'll start experiencing [DESIRED REALITY].

So if you're a [MARKET #1], but you aren't getting [DESIRED RESULT], or you're [MARKET #2] that isn't [DESIRED RESULT], stay with me because you're going to discover why [WHO MARKET DESIRES TO BE] like you and me can get [DESIRED RESULT] and why it's critical that you get [WHAT THEY NEED] handled right now.

3. SERIES OBJECTIVE

The goal of this series is simple: to help you easily [GET DESIRED OUTCOME - ONE SPECIFIC THING].

Plus, I'm going to show you how to [DESIRED OUTCOME #2 - Supports #1] so you can [BENEFIT].

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The more you can [DESIRED OUTCOME], the greater opportunity you'll have to experience [DEEP BENEFIT].

Are you ready to make this happen?

4. WARNING

Before we dig in, I've got to warn you about something that's critically important. And not paying attention to this will virtually guarantee [AMPLIFY FRUSTRATION][BREAK OLD BELIEF PATTERN. CHALLENGE COMMON BELIEFS. PRESENT NEW PARADIGM]

5. CURRENT REALITY

I'm sure you'll agree, trying to do [WHAT THEY WANT], isn't always as simple as people sometimes make it seem. It comes with it's challenges. [AMPLIFY FRUSTRATIONS. SHOW EMPATHY TOWARDS "THEIR CURRENT REALITY". ENTER CONVERSATION IN THEIR MIND.]

That's why in this video I'm going to demystify the process of [DESIRED RESULT] which is going to save you a lot of [TIME/MONEY/FRUSTRATION].

6. VIDEO #1 OBJECTIVE

In this first video, I'm going to share a [FRAMEWORK/PROCESS/SYSTEM] that I've developed after years of trial and error.

It's called [NAME OF SYSTEM]. This system will serve as a tremendous resource for you to eliminate [MAIN FRUSTRATION] and provide [BENEFIT].

Maybe you're just thinking about getting started with [MARKET #1 - GETTING STARTED]. Or maybe you're [MARKET #2 - MORE EXPERIENCED] but you want to [MORE OF DESIRED RESULT]. Either way, you're in the right place because after video #1 you'll be [BENEFIT OF VIDEO #1 CONTENT]

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7. REASON FOR SHARING

I developed this framework because I saw so many people who [THEY IDENTIFY TO BE + DESIRED OUTCOME] but they were getting completely sidetracked.

For example, I saw [MARKET #1 - Beginner] trying to [DESIRED OUTCOME] before they knew how to [PART OF FRAMEWORK/PROCESS/SYSTEM].

Then I saw [MARKET #2 - Advanced] trying to [DESIRED OUTCOME] struggling because they didn't have [ANOTHER PART OF FRAMEWORK/PROCESS/SYSTEM] in place. I could go on, but I knew that people needed clarity - because in full transparency, that was my story too.

8. PERSONAL STORY

Life “Before” The Plan / Their Current Reality

Before I outline [NAME OF FRAMEWORK] and the specifics for each step, you might be wondering how I got into all of this and figured it out. Let me tell you so you can understand where it's coming from. [In your story, be sure to address the top 3 objections people face.

Things like “no time”, “no money”, “I’m not technical”, “I’m not a ____”.]

[Plant seeds of “investing in myself and/or my business” as a way of learning and making progress fast]

[Create connection with their current reality through your story]

9. DESIRED REALITY

(Life “After” The Plan / Their Desired Reality)

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Once I got past [MAIN OBJECTIONS], I started seeing massive growth. I'm now [WHAT THEY WANT] - [Create AUTHORITY with your current results] - [Outline what these results REALLY mean. How is your life different now vs. before?]

10. MY PLAN

But this story doesn't stop with me.

Everything I am about to share with you is the exact plan I followed to get [DESIRED RESULT]. And it's the plan that led me to experience [BENEFIT OF DESIRED RESULT]. More importantly, this means I'm [DEEP BENEFIT].

And that's what I want for you. You wouldn't be watching this if you weren't [AUDIENCE IDENTIFIER]. That's why I want to make things easy for you.

11. CONTENT PIECE #1

Your Framework / Process / SystemThe purpose of [NAME OF PROCESS] is to help you quickly overcome [MAIN FRUSTRATION] so that you can experience [DESIRED RESULT].

To get started, I created a simple PDF to help you keep notes and to provide even more value from this training. You'll see the download link on this page. Hit pause on the video now and once you've downloaded it and you're ready, let's continue.

So as we go through each part of the [FRAMEWORK / PROCESS / SYSTEM], I want you to identify obvious areas of opportunity for your current situation.

You ready?

Let's get started.

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[DELIVER CONTENT and TEACH]

12. TRANSITION + NEW PROBLEM

Now that you're clear about [PROMISE OF VIDEO #1], the BIG question is, how do you [NEW PROBLEM]?

Hands down, this is the most important key to anyone's growth as a [MARKET]. If you can't [FOCUS OF VIDEO #2], then you'll continue to experience [NEW PROBLEM].

[AMPLIFY NEW PROBLEM. CREATE DESIRE FOR THE SOLUTION]

So how do you solve [NEW PROBLEM]? That's what I'm going to show you in Video #2.

13. VIDEO #2 PROMOTION

In the next video I'm going to show you [HOW TO SOLVE PROBLEM #2].

If you're [MARKET #1 - Beginner], this will serve as the foundation for [DESIRED RESULT]. If you're [MARKET #2], then you'll be able to quickly put this into practise to get [DESIRED RESULT #2].

I'm also going to introduce you to [CASE STUDIES / EXAMPLES] and provide you a [CHECKLIST / TEMPLATE / BLUEPRINT] that you can download and use as an ongoing reference and tool.

Solving [PROBLEM #2] is easy and I'll show you how in Video #2

14. SHARE + COMMENT

Before we go today, I want you to leave a comment right below this video and tell me [SOMETHING SPECIFIC ABOUT VIDEO #1 CONTENT].

I'd also love to know a little more about you. Tell me about [SOMETHING SPECIFIC REGARDING THEIR CURRENT REALITY] and what does that look like for you?

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How will life be different when you [GET DESIRED RESULT]?
Leave a comment below. I'm going to read every one and I'll respond to as many as I can. And if you found this video useful, please share it on Facebook, Twitter or even by sending a friend the URL to this page.

15. INSPIRATIONAL CLOSE

[INSPIRE THEM - Show them what's possible and help them see how applying Video #1's content has got them one step closer to their DESIRED RESULT]

Next up, we'll talk about [PROBLEM #2] by following a simple process for [SOLUTION] so that you can experience [BENEFIT OF SOLUTION].
I can't wait to see you in the next video.