

PLC 2 Video Script

1. INTRODUCTION

Hello, it's [NAME] again, founder of [NEW COURSE] and [PREVIOUS BIG ACCOMPLISHMENT]. Welcome to video #2 of my brand new video series entitled [NAME OF SERIES].

2. VIDEO #2 HOOK

Now in this video, I'm going to teach you [DESIRED RESULT - EXTERNAL NEED]. But more importantly, I'm also going to show you how that will help you [DESIRED RESULT - INTERNAL NEED].

So if you're a [MARKET #1 - GETTING STARTED], but you aren't getting [DESIRED RESULT], or you're [MARKET #2 - MORE EXPERIENCED] that isn't getting [DESIRED RESULT], you'll discover why [WHO MARKET DESIRES TO BE] like you and me can get [DESIRED RESULT] and why it's critical that you focus on this right now.

3. RECAP VIDEO #1

In video #1, we talked about a [FRAMEWORK/PROCESS/SYSTEM] for creating [DESIRED RESULT]. I shared how this is going to immediately help you [BENEFIT]. So if you haven't seen that video, go back and watch it now and then come back to this one.

4. VIDEO #2 PROMISE

Today I'm going to build on what we discussed by sharing the #1 thing you must master if you want to [DESIRED RESULT]. This is an entirely new way of thinking about [SUBJECT] so pay close attention.

I'm also going to share [ANOTHER CONTENT PIECE]. When you know how to do this, you'll never have to worry about [MAIN FRUSTRATION]. The goal is to break you free of [MAIN FRUSTRATION] and get you on track towards [DESIRED RESULT] so that you can experience [DEEP BENEFIT].

We have a lot to cover today so be sure you have some paper and a pen

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ready to take notes and follow along.

5. CURRENT REALITY + DESIRED FUTURE

Anytime you're trying to [GET RESULT], it's inevitable you'll hit roadblocks. Perhaps you've experienced them before.

Things like:

- [OBSTACLE #1]
- [OBSTACLE #2]
- [OBSTACLE #3]

Here's what I know to be true. If you've ever faced these before, you're totally normal.

But if you allow these to become your everyday truth, you'll never achieve [DESIRED RESULT]

Plus...

[AMPLIFY FRUSTRATIONS. SHOW EMPATHY TOWARDS "THEIR CURRENT REALITY". ENTER CONVERSATION IN THEIR MIND.]

That's why in this video I'm going to take the process of [DESIRED RESULT] and brake it down. We are going to get very practical [DESIRED RESULT] which is going to save you a lot of [TIME/MONEY/FRUSTRATION]

6. WARNING

However, before we go any further, it's important I bring to your attention something that often gets overlooked as you begin to think about this on a practical basis. And not paying attention to this will virtually guarantee [AMPLIFY FRUSTRATION].

[BREAK OLD BELIEF PATTERN. CHALLENGE COMMON BELIEFS. PRESENT NEW PARADIGM]

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7. CONTENT

So let's get into the meat and potatoes of today's video starting with...

[MAKE IT PRACTICAL. CREATE THE FEELING OF "I CAN DO THIS"]

- Objection #1
- Objection #2
- Objection #3

Seed product

Personal stories (include empathy and authority)

8. RECAP VIDEO #2

Let's do a quick review of what we learned today. First we learned a whole new way to think about [SUBJECT]. Apply this to what you're doing now and you'll begin to see an immediate shift towards [DESIRED RESULT]. Plus, you learned about [CONTENT TAKEAWAY] which will help you [DESIRED RESULT].

It's been a jammed packed video so make sure you review your notes and take action immediately.

9. SHARE + COMMENT

Speaking of taking action, before we go today, I want you to leave a comment right below this video and tell me [SOMETHING SPECIFIC ABOUT VIDEO #2 CONTENT]. After you apply this, how will life be different one year from now?

Get clear about the result and the impact it will have on your life, the lives of your family and those around you.

So let me know by leaving a comment below. And if you found this video useful, please share it on Facebook, Twitter or even by sending a friend the URL to this page.

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10. VIDEO #3 PROMOTION

In the next video I'm going to show you [HOW TO SOLVE PROBLEM #3].

If you're [MARKET #1 - Beginner], this will give you the exact track to run on to get to [DESIRED RESULT]. If you're [MARKET #2], then you're going to discuss specific steps you can take right now to amplify all the good you have and identify the few things that are likely holding you back from getting [DESIRED RESULT #2]

Speaking of getting [DESIRED RESULT], we've been hearing from a number of people who have had questions about [COURSE NAME] and I would love to see you in there. In the next video we'll talk more about the program and how you can enrol in the next video.

The way it works is that I open the full class up to the general public on a very limited basis. We do this so we can run it similar to a college class enabling us to go through it together. So I open up registration for a few days and then we'll close it down to create the space to deliver the material to the new class.

That's why the next video is going to be all about moving forward. So if you're interested in moving forward and you want more details about the program, I'm going to be laying it all out in that next video. But for now, I want to leave you with this...

11. INSPIRATIONAL CLOSE

[INSPIRE THEM - Show them what's possible and help them see how applying Video #2's content has got them one step closer to their DESIRED RESULT]

Next up, we'll talk about how to take the next step toward [DESIRED RESULT]. I'm excited for you and can't wait to see you in the next video.