

PLC 3 Video Script

1. INTRODUCTION

Hello, it's [NAME] again, founder of [NEW COURSE] and [PREVIOUS BIG ACCOMPLISHMENT]. Welcome to video #3 of my brand new video series entitled [NAME OF SERIES].

2. VIDEO #3 HOOK

In this video, I'm going to outline the exact blueprint for getting [DESIRED RESULT].

So if you've ever been confused about how all the pieces of [SUBJECT] fit together, and more importantly, what goes into producing a massive success with [SUBJECT], this video is for you.

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 & #2

In video #1, we talked about how now is the right time for you to get [DESIRED RESULT] and how to begin immediately getting [BENEFIT]. Then in video #2, we talked about the first thing you need to do in order to get [DESIRED RESULT] quickly. So if you haven't seen those videos, go back and watch them now and then come back to this one.

4. VIDEO #2 PROMISE

Today I'm going to build on what we discussed by giving you the complete blueprint for [DESIRED RESULT]. By the end of this video, you'll have so much clarity about [SUBJECT] and how everything fits together.

I'm also going to share [ANOTHER CONTENT PIECE]. And when you see this, you'll never have to worry about [MAIN FRUSTRATION]. The

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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 ready to take notes and follow along.

5. CURRENT REALITY + DESIRED FUTURE

Anytime you're trying to get [DESIRED RESULT], it can be hard. Because in the beginning, everything is new. Things like... [TERMS RELATED TO YOUR MARKET]

And then knowing the role each play in your ability to get [DESIRED RESULT]. It's not easy.

And even if you do have experience with [SUBJECT], you're always looking for the 80/20. You don't want to waste time so you want the 20% that's going to produce 80% of the results.

That's why the [BLUEPRINT NAME] is going to save you so much time. You're going to have the exact blueprint for getting [DESIRED RESULT].

6. WARNING

With that said, I do need to warn you.

When you see the blueprint (and I encourage you to download the PDF version as well), you will be attempted to jump around. Please don't.

I wanted to provide you the complete overview but it's important that you and I cover that 20% that we talked about earlier. So although the blueprint will give you the higher level view, I want to encourage you to stay with me here because I'll walk you through the 20% that will produce 80% of the results.

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7. CONTENT

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

[FIRST PART OF THE BLUEPRINT. KEEP IT SIMPLE. DON'T GET INTO THE DETAILS. POINT OUT THE 20% AND SHOW HOW IT FITS AND WHY IT'S IMPORTANT. DO NOT GET INTO ANY DETAILS ABOUT HOW TO IMPLEMENT ANY OF THE PIECES]

- Personal stories (include empathy and authority)
- You could include case studies, examples

8. RECAP VIDEO #3

Let's do a quick review of what we learned today.

[OUTLINE TOP HIGHLIGHTS OF BLUEPRINT]

Isn't it easier seeing how everything fits?

And most importantly, isn't it easier knowing what is most important for you to focus on right now... regardless of where you are in you [SUBJECT] journey?

Do you see how this clarity is going to help you go from [CURRENT REALITY] to [DESIRED REALITY] easier and faster?

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 #3 CONTENT].

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.

10. VIDEO #3 PROMOTION

In the next video I'm going to show you how to implement what you

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learned today easier and faster.

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 we'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.