Video Launch Script Criteria

Their Desired Result _____

Needs (External & Internal) _____

Their Current Reality _____

Your [New] Course Name _____

The Name of Your Series _____

Your Previous Big Accomplishment _____

Market #1: Getting Started _____

Market #2: More Experienced _____

Who they desire to be _____

What they need _____

Their Main Desired Outcome #1 (Specific) _____

Their Desired Outcome #2 - Support #1 _____

Benefits of Desired Outcome _____

What they want _____

Their objections _____

Their main frustration _____

Benefits of video content _____

Personal Story/Hero's Journey _____

Content _____

Solutions _____

New Problems _____

Obstacles that are holding them back _____

Challenges (External & Internal) _____

Course Outline (Number of Modules/Weeks) _____

How Course is Delivered _____

Support _____

Bonuses _____

Guarantee _____

Price _____

Call to Action _____