





Juggernaut Webinar Script



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Persuasion Tools	"Mind Control" Steps	Notes
<ul style="list-style-type: none"> * "comfort" * rapport / connection 	<p>1. Intro / Title Slide</p> <ul style="list-style-type: none"> * title * headshot * date 	
<ul style="list-style-type: none"> * "liking" * engagement 	<p>2. Viral Request</p> <ul style="list-style-type: none"> * Facebook, Twitter * LinkedIn, more 	
<ul style="list-style-type: none"> * "comfort" * rapport / connection 	<p>3. Setting Expectations</p> <ul style="list-style-type: none"> * agenda * flow * foreshadowing * "reason to stick around" * The Big Promise 	
<ul style="list-style-type: none"> * appeal to authority * positioning * social proof 	<p>4. Background / Level Set</p> <ul style="list-style-type: none"> * demos your authority * show instant proof 	
<ul style="list-style-type: none"> * reciprocity * liking 	<p>5. Immediate Action Content</p> <ul style="list-style-type: none"> * process, systems, tools, how to * data, industry practices * resources, URLs, books * authority, experts, celebs * "Get the Yes" 	
	<p>6. Crossover</p> <ul style="list-style-type: none"> * "Did I deliver?" * Ask for permission to go on... * Opport'y to cont. relationship * Optional: "Value of training?" 	



	7. Close * moderate detail about offer * explain, show, demo value * 1-page summary of offer	
* authority * role playing / vision * liking	8. Close... Objection Points * testimonials (1-2) * explaining success * guarantee ("risk reversal")	
* confidence! * authority * scarcity * repetition	9. Call to Action * clear call to action... * optional: show sales page * scarcity → time, qty, access * repeat the call to action... 3x * testimonials (1-2)	
* scarcity * repetition	10. Bonuses * provide 1-2 focused bonuses * explanation, purpose * call to action * optional: bonus scarcity	
* comfort * repetition	11. The Sweep * call to action * guarantee recap * bonus recap * call to action	
	12. Q&A * weave in features / benefits * weave in call to action * weave in persuasion tools	

