

TAO OF MARKETING LIVE

EXAMPLE - COMMUNICATION

COACH

Business objective: Get people to buy into stage academy or virtual master class

WINNERS WRITING PROCESS

1. Who am I talking to?

- a. People who are wanting to boost their careers. This could be sales professionals who want to hone their public speaking skills and improve their sales presentations.
- b. Business owners who want to learn how they can lead their team better and improve their business.
- c. Anyone who has a keynote presentation or TED talk that is nervous about their public speaking and wants a clear roadmap on what to do.
- d.

2. Where are they now?

- a. They are stuck in their careers and want advancements into more opportunities
- b. They feel like they don't know how to lead their teams properly. It's hard to get their ideas across their team and make them feel their emotions and ideas.
- c. They have a presentation coming up and feel like they're not as prepared as they could be.
- d. They're either searching for a solution online to find a public speaking course or coach that can help them or they're passively scrolling on Instagram and see something that catches their attention.
- e. Level 3 awareness -> (call out solution show our product as best version of that solution) They know what the solutions are: hiring a public speaking coach, taking a public speaking course, or having someone create their presentations for them so they can succeed
- f. Stage 3.5 - I am sure they have tried many things to improve their communication skills. Maybe they have seen a lot of content on how they can improve but none of it has helped. Maybe they have tried taking a public speaking class in the past but it has not aided any results.

- g. Current state - They feel like public speaking is a talent and that they aren't able to be as good as the top speakers they see online. They are stuck in a position where public speaking is overwhelming for them. They feel anxiety before they go and speak and find themselves skipping over points they planned on talking about. They could also be having trouble leading their team to grow their business. They find it hard to get their point across and communicate how they feel. It's hard for them to persuade people with their charisma
 - i. They want to inspire the people they talk to. Whether its persuading an interviewer on why they're right for the job, or persuading their team to put 100% effort into their ideas.
- h. Dream state - They want to ignite growth in their personal and professional life. They want to master influential communication and leadership techniques. They want to apply actionable techniques for immediate results. They want to master their own voice. This includes vocal mastery, storytelling, and body language. They want to get more professional opportunities, promotions, jobs, and get the credit they deserve. They also want to:
 - i. Improve relationships with their partner, children, or loved ones
 - ii. Pitch their million dollar idea
 - iii. Speak at events like weddings or birthday parties
 - iv. Do the ted talk they've always wanted to do
 - v. Speak up in team meetings
 - vi. Manage and get the most out of their teams
 - vii. Become more engaging and build rapport with everyone they meet.
- i. **What are they currently doing to solve this problem?**
 - i. Watching content on how they can improve their communication skills
 - ii. Dealing with it
 - iii. Reading books
 - iv. Taking classes
 - v. Finding the best person to teach them public speaking
- j. Level of desire 6
- k. Belief in idea 5
- l. Trust in company - 1

3. What do I want them to do?

- a. Buy the online public speaking academy. Or if they want to get a more immersive experience they can attend an in person or virtual workshop

4. What do they need to think/feel/experience to do those things

- a. Keep their attention - movement, take about something they care about "How much is the way you're communication costing you"
- b. Promise something super valuable that only the top companies get "Get the same communication training that billion dollar companies provide their teams from the comfort of your own home."

- c. Include a testimonial right under the promise of someone with authority “STAGE was like watching a magician, revealing all of his secrets” - Brad G Engineering Director @ Google.
- d. Watch their favorite influencer post how they have had amazing results from lip fillers.
- e. “I’m in, where do I sign up?” This is a CTA right under the testimonial that basically makes you commit in your mind.
- f. Video under the CTA with a thumbnail that says “Whatever you do, don’t press this button” People psychologically do not like being told what to do. So if you tell them not to do something, they want to do the opposite.
- g. Under the video it introduces the product: What is the stage academy?
 - i. The STAGE Academy consists of 7 modules, 120 + videos and a total of 11+ hours of entertaining and educational content where International Keynote Speaker Vinh Giang will take you through the foundations of communication and presentation. The toolkit you will acquire is not only for on-stage presentations, it’ll help you in your off-stage communications as well.

You have one of the most complex instruments in the world - your voice. Yet when was the last time you sat down and learned how to use it to its fullest potential? Once and for all, learn how to master your instrument. No stone will be left unturned. Vinh will dive deep into vocal mastery, storytelling, body language, and much much more!

You are only as good as you can communicate. After you come through the Stage Academy, you return, amplifying the best parts of who you are, improving your ability to lead the life you desire. Stop playing a small version of yourself, it’s time to break out of your comfort zone and allow the bigger version of you to shine through. Discover how to unlock your voice and your potential.

- h. Under the product introduction, it shows social proof of big brand companies like zoom, microsoft, facebook, linkedin, etc. This lets people know that the biggest companies in the world have seen results with this training so you can too.
- i. Has a benefits stack of what people will learn in the program:
 - i. Vocal Mastery
 - ii. Storytelling
 - iii. Body Language
 - iv. Public Speaking
 - v. Self Awareness
 - vi. Storybank - Learn to build a library of stories that you can pull from anytime
- j. Asks a problem question to let the reader know that you understand what they’re going through: “Do you miss out on professional opportunities, promotions, jobs, not getting the credit you deserve?”

- i. “The truth behind this is painful. It's not the fault of others that you are invisible. It's your responsibility to shine, we can't expect others to see how brilliant we are. We must learn how to amplify our best selves through masterful communication.” This reframes the problem that they have. It's not others fault that you aren't a masterful communicator, it is your responsibility to see how brilliant you are (Compliment)
- k. Under that it shows the STAGE academy curriculum. It shows how much goes into communication and what you learn at each step. It seems like a roadmap carefully laid out for you to succeed (Diminishes the effort of not knowing how to utilize it)
- l. Under that it shows both written and video testimonials of the different types of people who have succeeded with this program: teachers, authors, executives, and entrepreneurs
- m. Then it shows more social proof of examples that are in the course: real examples of documented students (increases belief the idea will work), inspiring transformations of people who have succeeded, and the coaching process to see how he is able to coach others
- n. Then it shows the different benefits students have gained from the academy: improved relationships, getting dream job or promotion, speaking up at team meetings, etc.
- o. At the bottom there is a 30 day money back guarantee so people feel like theres less risk. This lowers the perceived cost because if it's something they don't like then they can get their money back.