

7 steps to sharing your story & video messages (to make it easier for people like you to find you)...

1. Write down what you REALLY REALLY want out of life and how you feel sick and tired of settling for less, follow this exact 7 step outline to make videos about it to attract those who feel the same way.
2. Intro “hook”. Start by saying: “Have you ever wanted _____, but you struggled with _____?”
3. Relate: “If you have, you are not alone!”
4. Introduce yourself: My name and story (about #1 above). Remember to use the ABCs to tell your “DIP” story.
 - a. **Credibility/Accomplishment:** *“Although today I've found a way to build a legacy and create freedom for my family, and I'm on track to set my family free for generations to come... It wasn't always that way...”*
 - b. **Vulnerability:** “Dip” down by being vulnerable and sharing one of your lowest emotional points in your journey.
 - c. **Epiphany/Mission:** Lead them back up to the mountain top by sharing how everything changed for YOU, and now you're on a new mission to help others who can relate and want the same transformation: *“And that's why today my mission is to help others who _____!”*

How to make your “elevator pitch more effective (2mins):

https://drive.google.com/file/d/1yFgBqNYDfQBkM_OjRCVaku2XinJeVqec/view?usp=drivesdk

Examples from Lisa Nichols:

<https://youtu.be/2H6HNCpubfM?si=O-ZATusAYIFuAFeZ> (5 minute intro)

Full Training from Lisa Nichols:

https://youtu.be/Sl_65PK6rmE?si=S9nvUmcliicrKpn0

5. Identify your tribe. Ask: “Who do you know who may be feeling the same way? Let's connect, support, and learn from each other. Tag someone below and share this with them”.
6. Let them know you'll be sharing more videos about what you're learning, who you're learning from, helpful resources, how to stay in touch, get on your email list, and get notified about future videos.
7. Ask them to like, subscribe, share, and comment about their journey.

Resources:

How to create your opt-in page or “lead capture page” so people can add themselves to your list and you can email or text them when your new videos or resources are released. [Click here](#)