

Audience callout

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HEADLINE. (grab attention, create curiosity, and activate desire lead on to dream state in text)

LEAD

DIC

(meet them eye to eye, connect with pain/known seen felt/understand pain, create authoritative figure)

(make promises about dream state/believable, connect to mechanism)

(Tease mechanism in a way that tells them it will be revealed/thing to get them dream state)

(open ended curiosity/high quality)

BODY

(introduce beliefs that need to be shifted)

(Belief shifting section, amplify desire, lead on to next section with curiosity)

(lead on to story from authoritative figure pov)

PAS

(authoritative figure going on journey to get dream state, start at peak drama/pain, reveal what they did to fix pain but don't reveal how they did it, shift beliefs in the story, show fail point/transformation point)

(lead on to authoritative figure wanting to help the reader achieve the same transformation to get dream state, amplify desire and curiosity, make big claims, show proof)

CLOSE

(Introduce product/vehicle that will help them get dream state)

(show how product will achieve the same transformation as authoritative figure went through)

(tease contents, use the week1 week2 from the yourfirstfunnel sales page + risk removal + reduce effort)

(tease contents + future pace to dream state + risk removal)

(amplify value around contents + reduce effort)

(amplify value + reduce effort)

(amplify value + risk removal)

(amplify value + reduce effort)

(add additional value + reduce effort)

(add additional value + reduce effort)

(introduce price in a sneaky way, "all that for x!? Seems pretty fair to me", create curiosity to read on)

(scarcity/urgency + risk removal + reduce effort)
(3 way close)
(CTA)

CLOSE 2

(objection removal)

(rephrase benefits/content being teased in 1st close)

(amplify value + reduce effort)

(amplify value + risk removal)

(amplify value + reduce effort)

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curiosity to read on)

(scarcity/urgency + risk removal + reduce effort)
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My name is Collins Ezem.

**I'm an award-winning teacher, with a student pass rate of 100%.
(Yes. You read that correctly. 100%.)**

**And If I'm being perfectly honest...
Getting to where I am now wasn't even all that difficult.**

There was no "massive leap" I had to take in order to develop my teaching skills.

**And it's not about how "strict" I was with my students.
(Yes, that got them to shut up. But it didn't make them LEARN anything.)**

**It all came down to a few tips & tricks that were passed down to me,
That had ONE crucial effect to make my teaching WORLD-CLASS...**

They made ALL of my lessons (even when covering)...

HIGHLY ENGAGING!

And no. I didn't just search up: "how to make lessons more engaging"

Because SPOILER ALERT: Nothing you'll find there works. AT ALL.

**Actually, coming to think of it, I haven't heard of what I was taught ANYWHERE.
(Which I'll admit, makes me feel quite special.)**

But it also makes me worried...

Because I came to the realisation that...

HIGHLY ENGAGING LESSONS ARE RARE.

Think about it...

If everyone had highly engaging lessons, and extremely high pass rates...

I'd just be some average-old teacher.

But that's aside from the point.

The reason why that realisation shook me to my core...

Is because kids in school, ALL OVER THE GLOBE, aren't learning jack squat.

