

PART 1 – Introduction Template



SCAN

2 \_\_\_\_\_ with \_\_\_\_\_ 's.

Name and NOP \_\_\_\_\_.

Acknowledge

WIIFM

1. \_\_\_\_\_

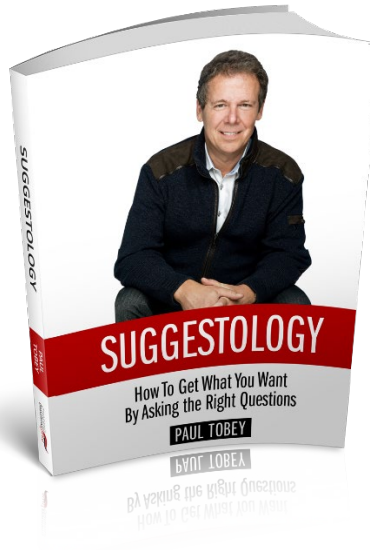
2. \_\_\_\_\_

3. \_\_\_\_\_

Ask \_\_\_\_\_

ETR \_\_\_\_\_.

## PART 2 – SUGGESTOLOGY



Suggestology is the art of asking \_\_\_\_\_.

Why questions? Because questions \_\_\_\_\_ the mind.

If you want to enroll and engage \_\_\_\_\_ % of your audience \_\_\_\_\_ % of the time, then use as much \_\_\_\_\_ as possible.

### Examples of Suggestology

**1. Frame sentences in the form of questions. Anything you state can be framed in the form of an open ended question.**

a. What is suggestology?

b. How can suggestology help you engage an audience?

c. How much fun would it be to speak only in questions?

## 2. Say that with me please

- a. "Suggestology rocks, say that with me please... Suggestology rocks!" Thank you
- b. "Questions hook the mind, say that with me please... Questions hook the mind!" Thank you

## 3. Repeat the phrase and put "what" at the end of the question?

- a. "You can earn millions", "you can earn what?" "Millions!" Thank you
- b. "Public speaking is rewarding, it is what?" "Rewarding!" Thank you

## 4. Get others to finish your sentences

- a. "Quitters never win and winners never \_\_\_\_\_." Thank you
- b. "success is not for the chosen few, but for the few who \_\_\_\_\_."

Thank you

## 5. Demand agreement response

- a. Are you with me?
- b. Are you following this?
- c. Does that make sense?

## PART 3 – Closing Template



**INTRODUCTION** – \_\_\_\_\_ / \_\_\_\_\_

Start off with what you believe to be the biggest problem that your audience has that your product, service or course will solve.

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Introduce your solution.

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**PERMISSION &** \_\_\_\_\_

“Is it okay if I tell you about it? Thank you.”

**NAME OF** \_\_\_\_\_ **OR** \_\_\_\_\_

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**WHO IS IT FOR?**

Roundup your audience. Call them by name.

## **WHAT WILL THEY LEARN AND KEY BENEFITS**

1. What does it do? Or, How does it work? Or, What will you learn?
  2. Key benefits.
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## **TESTIMONIALS OR STORIES**

ACTUAL PRICE/TUITION

INTRODUCE FUTURE BONUSES

REASON FOR DEAL

LIMITATION

SPECIAL OFFER INCLUDING BONUSES

PAYMENT OPTIONS IE: CREDIT CARDS, CASH, CHEQUES ETC.

GUARANTEE

CLOSE - CALL TO ACTION

THANK YOU