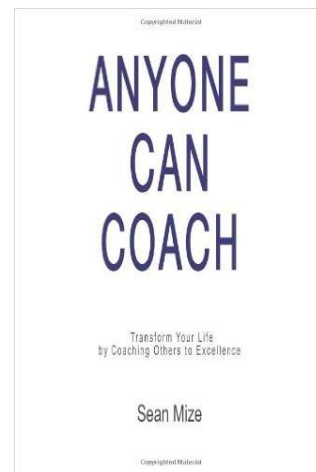


AnyoneCanCoach.com Hero's Journey Selling
Sean Mize

How to Write the Story of Your Coaching or Membership Business

Sean Mize



The problem:

Most businesses frame their service from
THEIR perspective - what THEY can do for
the client

They make themselves the hero

But instead, make your client the hero

In today's training, I'm going to teach you
how to tell your coaching story in such a
way that your client is the hero, you are the
guide, and your clients will WANT to hire
YOU as their guide.

First, let's talk about the hero's journey
concept:

Joseph Campbell's Hero's Journey

Ordinary World - Character - Hero

Call to Adventure - Has a Problem

Refusal of the Call - Been Resisting Fixing It

Meeting the Mentor - You - Calls Them to Action

Crossing the Threshold - They do the work

Tests, Allies, Enemies - They encounter problems (you assist them)

Approach the Dragon's Den - the final ordeal occurs here

The Ordeal -

Seizing the Treasure

The Road Back

Resurrection

Return With the Boon - Helps the Client Achieve Success

Your entire marketing premise comes from this hero's journey story path.

Your call to action is calling them to let you mentor them.

You lead them through the entire process.

You lead them through the trials, the tests, the ordeal.

They come out the other end, with success, with the boon.

Every step in your marketing is an extraction of all, or some, part of this hero's journey.

And every step in your marketing contains a call to action, either explicit or implied.

Explicit: do this:

Implied: leave them hanging, they will seek more

Sales Letter: explicit

External Articles: Explicit

Emails: Explicit or Implied

Blog Posts: Explicit or Implied

Your mission statement comes from this hero's journey outline for your business:

You can create this by pulling from the Hero's Journey Components:

We help (ordinary world people) cross the chasm to success by guiding you through (the trials, tests, and dragon's den)

Front Page Contents:

4 Components:

Who we help

What we do

How that helps you

Take Action

Your sales letter comes from it

Your articles come from it

Your emails come from it

Your entire premise, your marketing
concept, your selling, all can circle around
the hero's journey story of your business

The End

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Let's discuss 3 examples, using story, :

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Example:

Transformative example -

reason: any result YOU offer should be transformative

meaning - you help folks start a web business - that's transformative

you help folks communicate better - that's transformative

you help folks have a better marriage - that's transformative

you help folks get purpose, or mindset mastery, or overcome procrastination - that's transformative

So . . . examples:

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transformative

We help (ordinary world people) cross the
chasm to success by guiding you through
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examples:

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mastery, or overcome procrastination -
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Writing the Sales Message

The problem:

The trials and tests

You've been going it alone

Maybe you've this

Maybe you've that

Here's the reason it's not working (tell the story of the chasm)

In order to achieve the success you want (weight loss, marriage success, monetary success, etc) you need a guide

Enter the guide - YOU

I've been there . . . (tell story of YOU or of others you've taken across the chasm)

Here's how I'll do it:

--Guide you step by step

--Simple lessons, step by step exactly what to do to:

(list the chasm items from a perspective of success of having solved them)

Tell them it's going to be hard, recruit their success

Now, if you are up for the challenge,

If you are willing to (work hard, do the lessons, etc)

Here is your result:

Seizing the Treasure

The Road Back

Resurrection

Return With the Boon

You'll go from : where you where to where
you want to be

Price:

What's this worth to you?

What's it worth to you to be led through the chasm, through the dragon's den, and out the other side?

The truth of the matter is this: you've been going it alone for a long time

What's it cost you?

(In marriage, what's it cost you?)

In success, what's it cost you?

In relationships, what's it cost you?

In transformation, what's it cost you?

The truth is, I could charge (some price),
perhaps you've been offered "training" for
(some price that's relevant in your niche)

But I want to make this a no-brainer

Here's why:

rather than (make money) on a few folks
who have deep pockets

I want to empower (some number) of folks
to change their lives forever

I want to work personally with you

In addition to the step by step lessons

So I've created an amazing program that's frankly, worth (some number that's relevant to you, your niche, your market, etc.)

But instead of (some number)

It's just (some number), monthly, and you can cancel anytime, no pressure at all

(payment button)

Reaffirm their struggle (if they keep doing what they've been doing, nothing changes, pain still there)

Here's what we'll do together:

Here's how I'll guide (mentor, etc) you through

Here's the result:

Like I said, this could be (some price) and worth every penny

But I want to make it a no-brainer,

So today you can get started for just (some number), cancel anytime:

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So . . . in the above slides, I went through those in the training, below is a smaller - font sample sales letter format based on the Hero's Journey (thoroughly dissected in the training):

The Sales Letter:

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