

Week Two Video #2 "Sell Anything Framework" Summary

BOOM! It's time to sell something! I bet you're so excited! This is where all your preparation and training comes to fruition. I love when it's time to sell something!

Don't overthink selling. Today, selling is just *training*. You're just training people on why your product is something they should get. That's it. You're not going to be pushy. You're going to be a good trainer so that people *clearly understand* who you are, what you have, why it's valuable to them, why it's a good deal, and why is the right time for them to buy it. You can do this.

I'm often paid \$50,000 just to review someone's sales presentation. Almost every time, people forget one of the bullet points below and they lose sales because of it. So, just follow the Sell Anything Framework, no matter what you're selling, and you'll do better than if you didn't.

Here's the Sell Anything Framework:

1. Here's who I am and what I do...
2. Have you ever had any of these challenges...
3. Me too - here's my story of struggle...
4. Here's my story of finding the solution...
5. Here's my and my students results...
6. Here's what I'm selling today... (overview)
7. Here's why it's great for you... (benefits)
8. Here's why it's different... (distinction)
9. Here's why it's a great deal (price juxtaposition)...
10. Here's what else you get... (bonuses)
11. Here's why there is no risk... (guarantee)
12. Here's why to buy now.... (deadline, scarcity)
13. Here's an extra bonus to overcome your #1 objection... (surprise bonus)
14. Here's why to buy now, again, and the full offer recap
15. Here's CTA and testimonials...

You'll notice the first five points are the same as the Create Anything Framework! So this should feel fun and familiar!

The main thing in delivering this framework is to BELIEVE in what you're selling. That must come across. *Maintain your enthusiasm the entire time.* If you need to use a teleprompter or notes in delivering your sales presentation, then do it. If you don't want to face the camera and sell, you could also just make slides and record your voice as you give presentation using Screenflow. Alternatively, you could write a long copy sales letter using this same framework.

Either way, begin! Create your product. Put it up for sale. Go! Be sure to watch this video before filling out the worksheet. It will help you think through all of this. It's your time, Expert!

- Brendon

Week Two: Video #2
The Sell Anything Worksheet

Below are 15 points to hit when selling anything. Brendon recommends following this outline until you are very familiar and effective with selling. Then, as you get more experienced, you can sell in any other way you choose. The more you do this, the more comfortable it becomes.

1. Here's who I am and what I do...
[Simply introduce yourself here, and how you help people. You don't need to go into a big long story here. For example, Brendon might simply say, "Hi, I'm Brendon Burchard, author of so-so book and Founder of so-so program. I help people learn X topic so that they can have Y benefit."]

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2. Have you ever had any of these challenges?
[This is where you take the customer's perspective and discuss the problems and challenges they face in succeeding in the topic area you are going to be teaching.]

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3. Me too. Here's my story of struggle...

[Share the struggles you've been through that relate to the topic you are teaching. So, if you're teaching personal development, share a personal struggle you've had in finding your path and motivation in life. If business, share how hard it was when you began. Just be authentic and don't feel like you have to share your entire life story. Just share some vignettes, some moments in time that were difficult.]

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4. Here's my story of finding the solution...

[Now share how you overcame your struggles. You don't have to be perfect—it's okay if you still struggle with the same things. But you do want to talk about the journey you went on to improve your life or business. Did you read books, go to seminars, have a breakthrough, learn a lesson from a mentor? What helped you improve?]

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5. Here's my results and the results my students have gotten...
[This is where you share the successes you've had after you went on your journey to solve your problems. It doesn't have to be about having fame and riches. It can be simple stories of how your life changed in positive ways, and how others have changed too. You don't have to share specific numbers or data—this isn't about setting an expectation that your customers can have the exact same result (that's illegal to promise). This is about sharing how your life transformed and how your students, if any, have improved their lives too.]

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- [Introduce your product or service and tell them what it's called, why you created it, and how it helps them. Then, teach them about each part of the product and how that specifically helps them and what they get with it. For example, if you're selling a 5-week online course, this is where you would tell them about each week of the course including what they learn and what they get that week as far as downloads/resources. So, you're telling them the features and benefits of each part of your program]

[illegible]

7. Here's why it's great for you...

[Now tell them even more benefits they'll get when they get your product. Think about describing the overall transformation they'll have in their life, what will change, the day-to-day improvements they'll experience, how much better they'll feel, etc.]

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8. Here's why it's different...

[This is where your homework pays off. What makes your program different from everyone else's? What makes you different? Why will this work better than other things they've tried before? Why is it a better deal? etc. (The next video in this module will help you think through how you're different, too).]

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9. Here's why it's a great deal...

[This is all about *price*. Describe how much time or money they would spend trying to figure this out. Describe how much time and energy *you* spent figuring this out. Tell them how difficult it would be to get this elsewhere, or how much they'd have to pay to get it from you personally. That should all sound difficult and expensive. Then announce a great price. The goal is for them to say, "Wow. What a great deal ant it will save me so much struggle!"]

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10. Here's what else you get...

[Bonus time! Tell them that when they buy today, they'll also receive a bonus (or several) that will help them achieve or grow even faster and easier. Bonuses really help, so Brendon recommends taking the time to create them. Sell them with as much enthusiasm and details as you do the rest of the course.]

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11. Here's why there is no risk...

[Tell them about your guarantee. Brendon recommends everyone offer a 30-day unconditional money-back guarantee.]

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12. Here's why to buy now...

[Is there a deadline to signup? Are there limited quantities? Is this the last time you'll tell them about it? Or, if there is no tangible deadline or scarcity, motivate them to buy now based on how they will feel once they finally start getting progress.]

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13. OPTIONAL: Here's an extra bonus to overcome your #1 objection...
[Can you create another bonus that will help them overcome their #1 concern? For example, if selling a diet plan they might think it's too hard, so you offer a bonus wall-chart to easily track their progress. If selling marketing, they might worry they don't have enough website traffic so you create a short tutorial on that topic. This is optional, but often helps sales conversions quite a bit.]

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14. Here's why to buy now and a full summary of what you get when you buy now...
[Reiterate why to buy now and enthusiastically summarize the entire offer, using a tone that sounds like, "Can you believe you get all this, for this small price!"]

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13. Final call to action and testimonials (if you have them)...

[Confidently tell them to click the button and buy now. End strong. Then play a reel of testimonials if you're selling with video. If you don't have testimonials yet, go get them! Offer the course free to your friends and have them share their testimonial on what they thought of it. If your sales presentation was a long letter, then include extra pages with testimonials printed on them. Brainstorm below what you would say in the final 60 seconds of the video or final lines of your letter.]

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