

TRUST BRIDGE VIDEO FRAMEWORK

A start to finish framework to help you create. The most complete and effective Trust Bridge Video



- Congrats:** Excitedly congratulate them for taking action
- Deliverable Instructions:** Clearly tell them how to access the Deliverable
- Promise:** Make a big benefit promise relative to this video
- Authority:** Use back story and social proof to quickly build authority
- Problem:** State 1-3 big problems they face that you'll be solving through CTA
- Agitate:** Remind them how and why that problem sucks
- Solution:** You created your Irresistible Offer and it will help them achieve specific Big Promise.
- Call To Action:** Direct them to the next step (your chosen exposure mechanism)
- Value [Optional]:** Walk Through Lead Magnet, Insight From 3 Step, or Promise Upcoming Training
- Call To Action [Optional]:** Make specific Big Promise again & direct them again to the next step

THE ULTIMATE FREEDOM FUNNEL

A complete automated sales machine customized to your business model and price points

