

Screencast Script:

The Educator –

Tell them what you are going to do and why- example – Hey my name is Dan Klein and in this video I'm going to show you 3 Things you can do TODAY to help bring in more customers to your business.

Most likely you're asking yourself....why would I be doing this and what's in it for me. Well I'm glad I can read minds because the answer is...

Oftentimes in the world of the internet marketing, most local business owners are too busy running their business to learn how the it can actually work to their benefit and sometimes, the only hesitation they have to hiring someone is they don't know who is an expert and who isn't.

I have found by giving people an easy blueprint of actual things they can do to impact their business for FREE has resulted in some of those local business owners still raising their hands and saying.... I like you, please do this for me. So if by the end of this video you liked what you heard and you can see that I have a few tricks up my sleeve that I can help your business with shoot me a message back and we can chat.... Or.... If at the end of this video you simply want to take the free tips I gave you to do yourself.....that works for me too.

So now..... Let's get started.

Meat and Potatoes of the PITCH

1. Answer Questions that you anticipate they will have when talking
2. Back up your information with third party data – i.e FORBES/USA Today/ Marketing charts. (Anything that is not simply you)
3. Show them results of others you have helped that were in a similar spot and now are getting a great result from the tweaks you are recommending
4. MAKE THEM AN OFFER TO BUSINESS WITH YOU. I.E – (Psychopathic Sales Scripting) Remember on this screencast, **you're not SELLING your services but simply selling an appointment with you.** So your offer should simply be focused on selling the appointment...
not the money!!