

# Assignment 10: The Close!

Woohoo! You're SO close to putting this puppy to bed. All you need to do now is write out your close using the simple formula I gave you and you've got all the "Building blocks" for your sales video script.

Make sure to watch the training video and download the PDF version of the slides for reference.

The close formula I use for all my sales videos is super simple but devastatingly effective. It's a "3 step" close process where we close based on three different emotions. We also use the "Crossroads Close" as our third close to really seal the deal with our prospects.

Just to refresh, our closes are . . .

**Close #1: Desire** (Comes right after price justification and before the guarantee.) The desire close is aimed at the "low hanging fruit" who are watching our video. The folks who have been chomping at the bit to buy and just need the opportunity to do so.

**Close #2: Logic** In our second close we use logic to justify the purchase and make it seem like a wise choice. We do this by presenting our guarantee (you can't lose), by reinforcing what a good deal it is and making sure our prospect feels like they're taking no risk by investing in our product.

**Close #3: FEAR** The fear close is always where we finish things off. We "close the door" on our prospect using scarcity, self analysis and fear of loss to make them pull the trigger and buy what we've got.

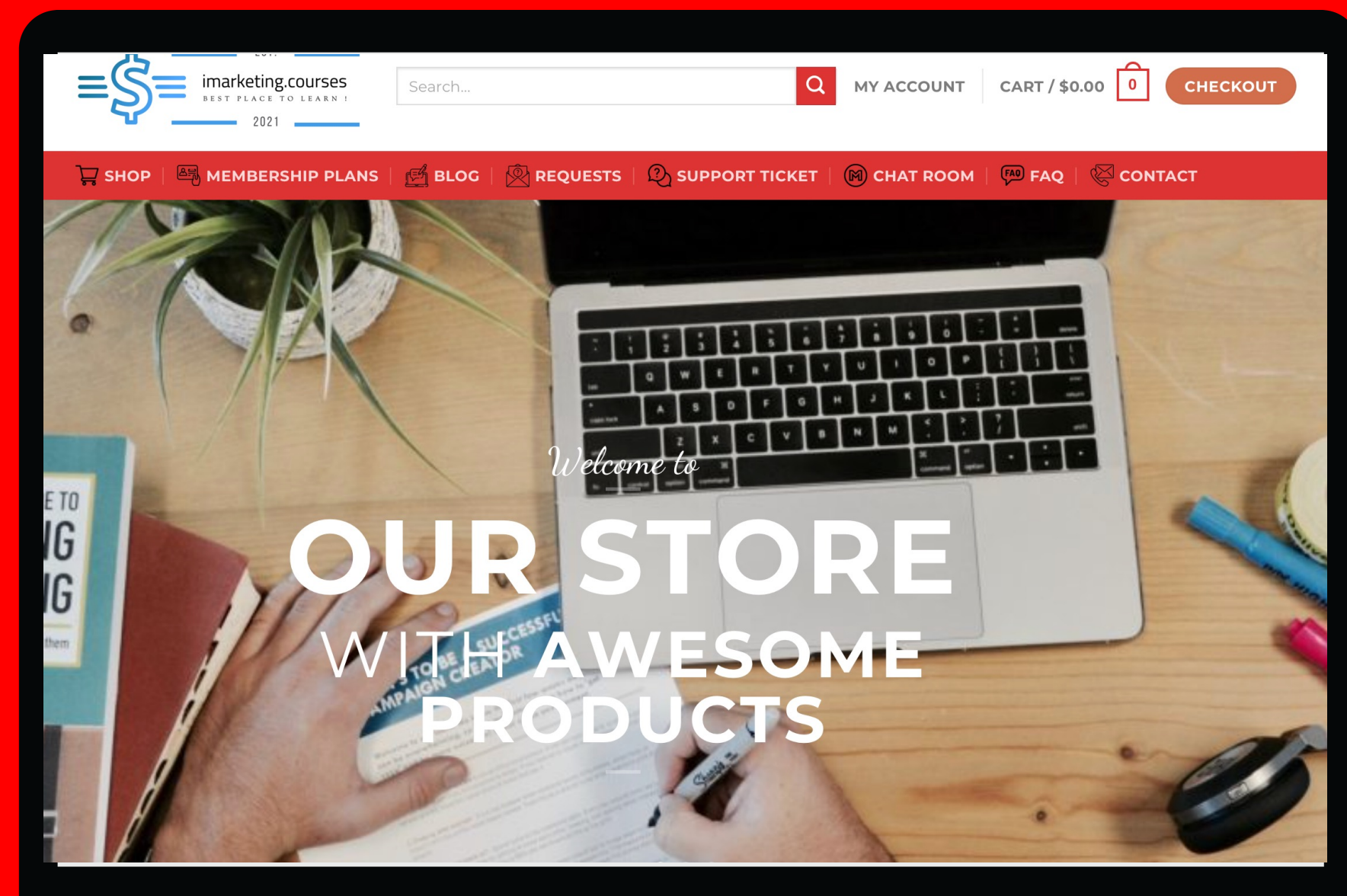
There are different ways to pull off a "fear" close (some of which include basically intimidating our avatar) but my favorite is . . .

## The Crossroads Close

The crossroads close is where tell our avatar that they're at an important "crossroads" in their lives having to do with their problem and it's time to make a choice. Two of the choices are bad and one (the one where they buy our product) is the good one.

Here's the construction of the crossroads close:

I don't want to pressure you, but you've got a choice to make . . .



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- Fast downloads
- Instant delivery
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- PayPal, Bitcoin
- Discounts
- Free Products for Members
- Cheap prices

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(Alternatives would be, “Listen, I don’t want to put too fine a point on this, but you’ve really got just three choices.” This works well because it eliminates other options out of hand and gets rid of the idea of competing products.)

### **Option 1: Do Nothing**

Core points to make here:

- \* “Keep doing what you’re doing now. How has that worked for you so far?”
- \* “Bring up the “Nightmare scenario” that could happen if they do nothing.”
- \* “If you watched this far in this video it means you want this and know this could work for you. Do you really want to put it off longer? If you come back later this deal won’t be here.”

### **Option 2: Try Doing This Yourself**

Core points to make here:

- \* “Reinventing the wheel.”
- \* “If you do this wrong you can make HORRIBLE mistakes. If you do you’ll waste time and money and then have to come back here anyway. And when you do this deal won’t be available.”
- \* “I wish this had existed when I first got started. It would have saved me YEARS of time, all this pain etc.”
- \* “How are you going to feel if you try to figure this out yourself and fail? Especially when so many others are getting such amazing success?”
- \* “It doesn’t matter to me if you do this or not, but I don’t want you to have to suffer.”

### **Option 3: Buy the Product**

This is the BEST option. This is where we paint a wonderful picture, assuage any fears they have, push the “easy, simple, done for you” aspect of our product and really close the door.

Core points to make here:

- \* “Or you can grab PRODUCT and BIG RESULT tonight!”
- \* “It really is that simple. X folks have already done this before you.”
- \* “You have NOTHING to lose.”
- \* “Can you imagine BIG RESULT and what you’re life is going to be like when you just don’t have this problem anymore?”

## **Assignment: List out the components of your close in the space below.**

### **Close 1: Desire**

What are the core benefits you can hammer home in your desire close to kick folks off the fence?

**Close 2: Logic**

What are the logical reasons your avatar should buy now completely divorced from emotion? How is this a “no brainer?” How are they basically ripping YOU off by buying your product?

**Close 3: Fear Crossroads Close**

What will your avatar MISS OUT ON if they don't buy now?

What are the three options in your crossroads close and what are the CONSEQUENCES of each?





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