

Trek 1:

Video 1

Problem 1:

Solution 1:

Story/Stat/fact/Asset 1:

Video 2

Problem 2:

Solution 2:

Story/Stat/fact/asset 2:

Video 3

Problem 3:

Solution 3:

Story/Stat/fact/asset 3:

Trek 2:

Video 1

Problem 1:

Solution 1:

Story/Stat/fact/asset 1:

Video 2

Problem 2:

Solution 2:

Story/Stat/fact/asset 3:

Video 3

Problem 3:

Solution 3:

Story/Stat/fact/asset 3:

Trek 3:

Video 1

Problem 1:

Solution 1:

Story/Stat/fact/asset 1:

Video 2

Problem 2:

Solution 2:

Story/Stat/fact/asset 3:

Video 3

Problem 3:

Solution 3:

Story/Stat/fact/asset 3:

Trek 4:

Video 1

Problem 1:

Solution 1:

Story/Stat/fact/asset 1:

Video 2

Problem 2:

Solution 2:

Story/Stat/fact/asset 3:

Video 3

Problem 3:

Solution 3:

Story/Stat/fact/asset 3:

Trek 5:

Video 1

Problem 1:

Solution 1:

Story/Stat/fact/asset 1:

Video 2

Problem 2:

Solution 2:

Story/Stat/fact/asset 3:

Video 3

Problem 3:

Solution 3:

Story/Stat/fact/asset 3:

Trek 6:

Video 1

Problem 1:

Solution 1:

Story/Stat/fact/asset 1:

Video 2

Problem 2:

Solution 2:

Story/Stat/fact/asset 3:

Video 3

Problem 3:

Solution 3:

Story/Stat/fact/asset 3:

Introduction:

Hello, I am _____ and I am the founder and owner of _____

1. **Connect with Empathy.** (I bet you're frustrated because _____. You don't have time...)
2. **Introduce Problem** (Problem is you _____ You might need some help....)

Ending and Call To Action:

If you're ready to get started fill out the form or call us at _____

Solution Structures:

Mindset Shift
(Counterintuitive idea +
Ideas for implementation)

Solution Structures:

Step By Step System
(Organized tips that build on
each other to create a
system)

Solution Structures:

Engaging download to show
and explain (physically have
the download in your hand
for the video)