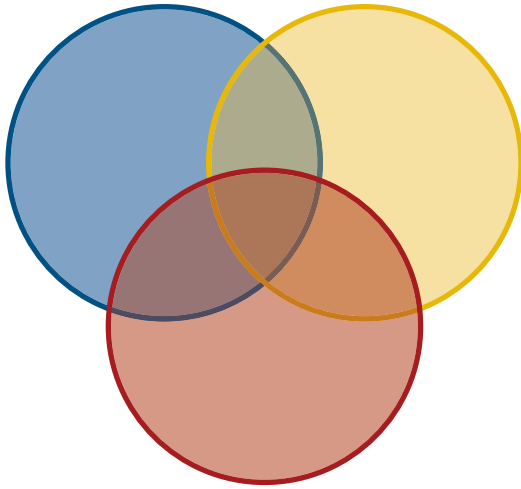


SIXTY SECOND WORKSHEET



1. TARGET MARKET

- a. Size
 - i. Large Enough
 - ii. Small Enough
- b. Visibility
- c. Inner Communication

2. PASSION

3. BEST-IN-THE-WORLD

FIVE ELEMENTS

- 1: **18 sec.** Introduction – one LCD
 - A: Product or Service
 - B: Target Market
 - C: Benefit
 - D: Credentials
- 2: **20 sec.** Tell a story
- 3: **10 sec.** ASK for the business
- 4: **5 sec.** Call to action
- 5: **7 sec.** Memory hook

SIX WEEK CAMPAIGN

- Week 1:** **General**
Customer-centric
- Week 2:** **General**
Biz partner-centric
- Week 3:** **Testimonial**
Name target biz partner
- Week 4:** **Specific benefit**
Name dream referral
- Week 5:** **Fear of Loss Story**
Link to exit strategy
- Week 6:** **General**
Link to next market

