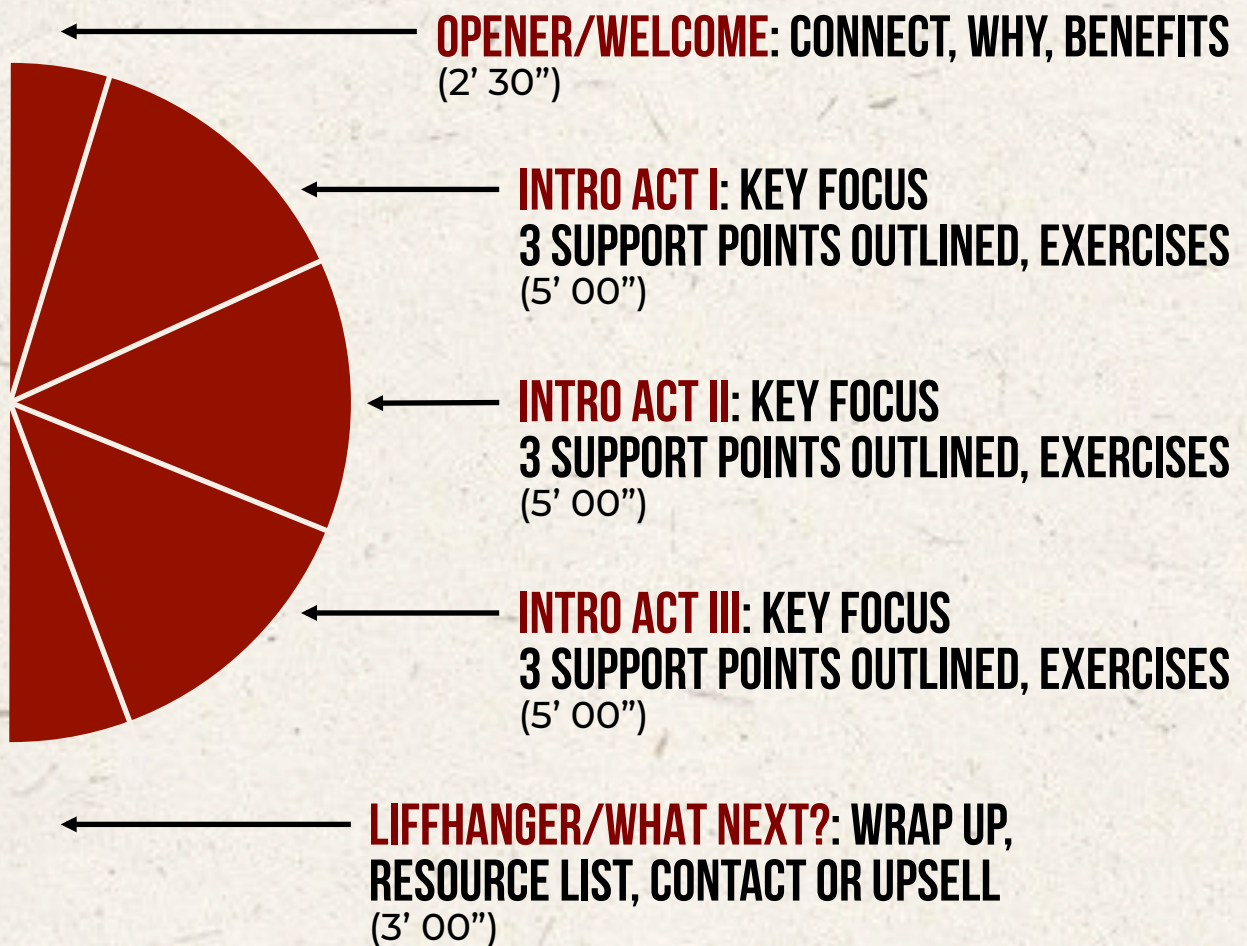


# CREATE THE ULTIMATE **HIGH IMPACT** SHORT **ONLINE** COURSE STRUCTURE

**SALES PROMO:** TITLE, WHAT IS IT, BENEFITS TO YOU, CLICK THE BUTTON  
(90 seconds MAX)



MY **big** SMARTUP.COM





# PART TWO

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## ESTABLISH THREE KEY LEARNING POINTS & YOUR MOST ENGAGING STORIES

KEY SELLING POINTS FOR YOUR *PROMO*

*3 DRIVERS* FOR YOUR WELCOME VIDEO

1. STORY TO CONNECT

2. WHY THIS COURSE ?

3. KEY BENEFITS

*ACT ONE*

INTENT & KEY FOCUS

THE *3 LEARNING POINTS* (SUB HEADINGS)

1.

2.

3.

# PART TWO CONTINUED...

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## **ACT TWO** INTENT & KEY FOCUS

### THE 3 LEARNING POINTS (SUB HEADINGS)

1-

2-

3-

## **ACT THREE** INTENT & KEY FOCUS

### THE 3 LEARNING POINTS (SUB HEADINGS)

1-

2-

3-



# PART TWO CONTINUED...

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**STORIES & ANECDOTES THAT WILL CONNECT  
ACT ONE :**

1-

1-

2-

2-

**ACT TWO :**

1-

1-

2-

2-

**ACT THREE :**

1-

1-

2-

2-

**IN CLOSING, WHAT'S NEXT ?**

**SHARE A RESOURCE LIST**