

Christie's Super Hero Story Roadmap

STEP 1: Your Expertise: _____

STEP 8 - Create Credibility

Your Intro, Bio or Credentials via marketing to acknowledge your authority in this area.

STEP 2 - Create Curiosity and Desire

Story Introduction. Today you are going to learn...

STEP 3 - Create Connection Through Your Story

Your Superhero Story that is relative to your area of expertise and how you help your ideal client live a better life. Be detailed, descriptive and colorful to bring the reader through your emotional journey down and then back up.

STEP 5 - Create Compassion

Recognize ideal client pain and how I help!

STEP 4 – Provide Concrete and Valuable Content – Lessons Learned

1.

2.

3.

STEP 6 - Call to Action

How can you help them more?

STEP 7 – Confident Close

The only way you can help them. **BELIEVE** that without you they will keep struggling.