

StoryBrand 7 Framework for Propelio Academy

1.) Hero

- The student. Someone who wants to make BIG money in Real Estate Investing.
- Someone Who Wants Ongoing Financial Freedom for Themselves and Family/Community

2.) Problem

- Financial barrier -- Up until this point, you had to invest your first \$10-\$20k into education, rather than using it as capital to invest directly into your business
- If you spend all your money on education, you'll end up without anything left over to invest

3.) Meets the Mentor/Guide

Propelio Academy -- Scholarship based education platform (use content from the video)

4.) Gets Actionable Plan

1. Choose 1 ultimate goal (e.g. FF, passive income, buy your first house)
2. Follow the syllabus on that route
3. Rock n roll

5.) Called To Action

"The best time to plant a tree was 20 years ago, the second best time is right now."

"A year from now you'll wish you'd started today."

There's no better time to start than now....

6.) That Ends in Success

There's no pinnacle... you're always in the game.

If you do X hours in the next 3 months,

However, once you're good, here's how your life will look like:

1. Never worry about money ever again
2. Have more time to do the things that *really* matter in life
3. Provide for your family, become the backbone for your family's future
4. Freedom to travel the world
5. Have ALL the tools your need to X
6. Clear track, proven by the line of high-achievers that's come before you (Grant, Daniel, etc.) -- ROADMAP/ BLUEPRINT.
7. Avoid the landmines & boobytraps that could potentially hurt you in your career
8. Absolute confidence to reach your most important financial goals -- because you now have all the tools you need to....
9. Guarantee that if you finish the module, you won't lose money on your first deal. (First deal is everything... once you make money on that, you'll never stop making money on every other deals)
10. Being able to actually DO stuff... not just sit in front of the computer and watch someone else do it for you

**Once the student starts using the first things they learn and experiencing a taste of success, they will be more confident to give the next lesson a try - Confidence grows from experience

There are a million ways to be successful as a real estate investor, but there's only one way to fail: it's to never try.

7.) That Helps them Avoid Failure

We'll put this bluntly: If you don't sign up for our Academy, your competitors will. And when they do, and they've understood the never-before-shared secrets, techniques, and wisdom inside the academy -- and applies it to their day2day deals (in other words, YOUR deals...since you'll be competing with them), they will *eat your deals alive*.

...and leave you with nothing but crumbs to survive with.

You're witnessing the next *revolution* in the world of Real Estate Investing, and if you want to gain the first-mover's advantage, if you want to glean the top of the top...cream of the crop, better sign up now.

You've just found a goldmine of Real Estate Investing techniques, knowledge, and wisdom to achieve your most important financial goals in life...

Whenever you're ready to start, click the "Yes! I want to change my fate through Real Estate →" button -- and let's achieve greatness together.

Good wordings to use:

- Financial freedom
- Paying it forward...
- Gain 110% from life
- Provide for your family
- Presents for your child

Common Objections:

- Too good to be true...
- Worried that it is a scam -- (maybe data scam?)
- Worried of being upselled forcefully
- Worried of being click-n-baited/baited-n-switched

Tone of Voice:

- Silly humor works with Grant
- Breaking through that barrier
- Don't use crude, cheap shots with F-bombs and whatnot