

VSL Script for Aaron Smith

1. What's the "Wave the magic wand" outcome?

What if you could finally realise the FULL potential of your business, where it runs like a well oiled machine whether you are there or not? Where you make more net profit than you thought possible, and where your mind is totally free from the unnecessary stresses of business?

This is what I call the **3 Freedoms** that every business owner, GM, or CEO is trying to achieve — regardless of whether they know it or not.

2. What's the common problems/obstacles people face -- when trying to achieve that outcome?

Whatever your most *crucial* business goals are... SOMETHING is getting in the way.

Unfortunately, this certain *something* has been holding you back for quite some time... and the fact that I mention it gets you fired up.

Because you know that you're SO close to achieving the lifestyle you've always wanted. The reason why you jumped into business in the first place!

You've tried a bunch of things to break through the glass ceiling that's holding you back -- but nothing is working, right?

Well let me tell you this...

You are NOT alone.

Every entrepreneur hits a wall at some point.

In fact, if you're in business you haven't hit a wall yet -- I'd be really worried!

It's a lot like working-out at the gym or changing your diet to lose weight...

No matter how hard you workout or how much broccoli you eat...

You're going to hit multiple plateaus.

Because the truth is: There is NO such thing as a linear progression in life.

It's a fact that most people *never* get past a certain point.

They try the obvious things to continue losing weight, things like:

- Working out harder
- Working out more often
- Eating less food... sometimes even to the point of *starving* themselves!

Even if they do see results it's usually short lived — then they put the weight straight back on and end up at square one.

They repeat this vicious cycle until they finally give up and throw in the towel...

On the other hand, a small few *do* figure out the formula for success. They keep on breaking each plateau until they achieve the result they've always wanted.

In every single success story, they have had the guidance of an expert. Whether that's in person, online, or through books -- they've sought out the resources they NEED in order to get results..

It's exactly the same in business...

Few entrepreneurs seek the help they NEED to achieve their full potential..

"Why is that?"

Why do some business owners never get through the plateau -- while others go from strength to strength?

3. Current (bad) solution -- what's the generic solution that everybody's doing, the one they're blindly following, and CALLING them out and say that that's a wrong way to do it

Because most business owners turn to "More" when trying to break through!

Burn more money on advertising.

Hire more people.

Work more hours (as if working 60+ hours/week isn't enough already...)

It makes sense, right? To earn more, you need to WORK more...

Well, I disagree!

Unfortunately the "More = More" mentality is how we are programmed to deal with challenges.

But what I've discovered is that in business there is a simple yet hugely effective method you can use to not only blast through business plateaus, but to formulate a step-by-step business plan to achieve your highest goals.

4. Make a statement "Only people who have a proven method for overcoming obstacles -- and has a mentor to show them of the way and accountability -- are able to build the business of their dreams."

Only people with a proven method for overcoming obstacles, are able to build the business of their *dreams*...

5. Intro to you & your business. Your experience & results

Hi my name is Aaron Smith, and I help business owners get their business back on track and realise its full potential.

I believe that true entrepreneurial freedom can give you a *tremendous* amount of meaning & satisfaction from the work that you do.

6. Outline the content of the VSL -- "In the next X minutes, I'm gonna teach you X, Y, and Z."

Which is why in the next few minutes, I'm going to show you a protocol called the "3 Freedoms Method."

This method will allow you to achieve the 3 Freedoms we all seek in Business : Time freedom, Financial freedom, and most importantly... Mind freedom.

This is, without a doubt, the single most important tool to have in your arsenal... and I'm *excited* to share this with you.

7. Outline the 3 types of people you can help -- "business owners, managers, and X"

There are the 3 specific types of people in which this method works extremely well:

- 1.) Businesses owners who are doing well but are struggling to scale.
- 2.) GM's and CEO's who want to take their company from good to great in the shortest possible time frame.
- 3.) Entrepreneurs who feel overwhelmed and want to take control of their business growth rather than relying on 'hope' or 'luck'.

If you resonate with any one of these... You're in for a treat.

You'll learn a growth method that will help you achieve your most important business goals -- in a way that's *super* effective.

8. Relevant case study of people who've used the growth blueprint

9. 3 benefits of using the growth blueprint

Here are 3 benefits of using the 3 Freedoms Method -- as opposed to running your business the old way:

- 1.) It's universally applicable to any business. This is the same method that the top entrepreneurs, even the well known ones like Elon Musk use to get to the top -- and STAY there.
- 2.) It's incredibly simple to use. In fact it's so simple that some people often try to overcomplicate it!
- 3.) Results happen fast. When you actually create a plan based on the 3 Freedoms Method that I'm about to teach you, you'll get results fast.

10. [Finally] Explain that there are only 2 types of entrepreneur: One who started by trying to build a business -- and end up building themselves a job. And one who's able to build a successful business that could run independently, earn more while working less, and are able to consistently break through their quarterly goals without killing themselves in the process.

OK... So first up I wanna start by telling you that there are really only 2 types of entrepreneurs out there.

1. The **Job Hunters**: These people started out building their dream business -- but ended up building themselves a JOB.
2. Then there are **The Builders**: These are the people who build successful businesses that are able to run without them. They earn more profit while working less hours, and subsequently CRUSH their business and personal goals

The Job Hunter is clear enough. You see them everywhere.

Heck, there's no shame in admitting that you're still part of the Job Hunter group. We all start somewhere.

The second type of entrepreneur, the Builders are a much smaller percentage...

"How did they get to where they are right now?"

Well, here's my answer:

Only people who have a consistent and proven method for overcoming obstacles, are able to realise the full potential of their business.

So let's dive into the The 3 Freedoms Method.

Did I invent this method? No...

But the moment I saw it I realised its power.

There are 3 stages to the 3 Freedoms Method: They are Now, Where, and How.

Here's how it works...

First, I want you to get a pen & paper and write the word “NOW” in the top left hand side of the page.

If I were to ask you about the #1 burning ISSUE that your business is facing right now, what would it be?

Let's say you are having trouble with one of your business units not performing well.

In that case, underneath NOW you can write: “I've got a business unit that's currently not performing well. It's running at a loss, has unsatisfied clients, and a low team morale.”

That'll be your NOW situation.

Next, we move to WHERE. Create a new section in the middle of the page...next to where you wrote NOW, go ahead and write “WHERE”.

In 6 months time from now, where do you want to be -- in terms of this business unit's performance? What do you want to happen?

In this part, you might write: “I want my revenue for this business unit to increase by 20%, I want my clients & potential clients to be compelled to take on our offers, and I want my employees to be more *engaged* with the work that they do (to increase their morale).”

That'll be your WHERE situation. **It's your vision for a better future.**

And then comes the most important part... the HOW section. In the top right hand side of the page next to the WHERE section, write “HOW”.

The question that you need to ask yourself is this: “Over the next X amount of days - let's say 30 days for this example, what actions do I need to take, to get from my NOW situation to WHERE I want the business unit's performance to be?”

Here's an example of a killer HOW section:

- Run a special employee collaboration workshop to increase their morale & remind them of *why* we do the work that we do -- then you need put an action date on it, for example “I'll do this on the 15th of this month”.
- Personally call our top 10 clients to chat about *why* they decided to work with us, to gain insight on how we can persuade more clients just like them to be more compelled to work with us -- again, make sure you have an action date like “I'll do this on the 20th of this month”.
- Host a “Turn Around” meeting where I gather my finance, marketing, and operations leaders to share the conversations and insights I had with our top 10 clients and together we'll create a plan to improve the business unit's performance -- “I'll do this on the 22nd”.

This, is how the 3 Freedoms Method works.

I hope you see why this method is extremely effective. It basically forces you to come up with solutions & practical action-points that are 100% specific to the problem at hand.

More importantly, it forces you to avoid the biggest mistake leaders make when planning for success.

Which is that you naturally go from the NOW situation, straight to the HOW component. You start coming up with solutions for a problem before you've figured out, in detail, WHERE you want to end up. So you do a whole bunch of things that don't actually get you the result you really NEED.

I know it's crazy, but this is how most people operate.

Until you actually do this yourself, you still won't quite get it.

So my challenge to you is to do this immediately after watching this video!

Replicate this method for everyone of your business problems, and you'll have created a step-by-step path to success.

Simple as that!

11. Repeat current BAD solutions...

Now, I've just given you an extremely valuable tool.

Use the 3 Freedoms Method properly, and you'll be able to achieve every goal you've set, or are about to set for your business.

12. Introduce YOUR ultimate solution...

Before I let you go, there is one more thing, it's the KEY to having confidence in your game plan and successfully executing it.

There is something even MORE powerful than having a well-thought out method to grow your business.

One word: Accountability.

It means making sure that you actually execute the HOW part of the 3 Freedoms Method. .

It means making sure that you'll actually achieve what you set out to achieve in the first place.

Ask yourself: What good is a plan if you don't actually execute it?

That's why right now I'm offering you a FREE 1-on-1 strategy call with me.

Whatever business goal you have in mind, whatever obstacles are blocking you from achieving that goal -- I will help you solve it during our call.

Having a business mentor guiding you every step of the way gives you a *much higher* chance of success -- and can be the difference between remaining stagnant or finally achieving the business and the lifestyle that you want.

13. Tell them the 3 benefits of using your coaching call

Why you should book this strategy call with me right away?

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- First of all, Spots are very limited. So book now while you can.
- 2nd, Leveraging my business expertise is extremely valuable, in fact I usually charge \$450 for an hour of my time. By the end of our call you'll walk away with a clear picture of how to get your business to a whole new level.
- 3rd, There are absolutely no obligations whatsoever. I don't work with everyone, I only work with people that I know I can get great results for. So only if I feel like we are a good fit for each other will I extend an offer to work with me.

14. call them out with confronting questions -- "Have your business grown in the last 30 days?", "Can you say, with absolute confidence, that you're now leading your business to where you want to be?", "Have you any sort of concrete, detailed plan to go from where you are in your business -- to where you WANT to be?"

So let me ask you this...

"Has your business grown significantly in the last 6 or 12 months?",

"Are you able to take 4 weeks off and be confident that your business will run just as well without you?"

"Do you have what it takes to reach the fullest potential of your business??"

If your answer is an absolute, resounding YES! to all those questions, then you're good to go and you can stop watching this video now.

But if you weren't able to answer yes to even ONE of those 3 questions... then you should book this Strategy call with me right away.

15. Repeat the benefits of your coaching call

Again... There's absolutely no obligation whatsoever. If you decide we're not a great fit after getting off the call with me, I won't be asking anything in return from you.

Spots are very, very limited. I can only take a few calls a week and then I close my calendar.

I guarantee that this 45-min Strategy call will be the best time you spend on your business this year...

16. Align the benefits to your persona's interests to make it sound like a perfect fit

17. Re-state the 3 persona that's EXACTLY who should be booking the call

18. Call-to-action -- book a strategy call with me

Go ahead and book that Strategy Call with me right now — and follow the instructions on the next page.
