

AUTHORITY WEBINAR™ SCRIPT GUIDE

Quick-Reference Version

*Note: The Acts don't have a greater meaning and won't show in your actual script/webinar, they're just there to make this document more digestible for you.

ACT 0 — Pre-Show

Get attention, cover compliance, set logistics.

- **Hook:** Promise a specific transformation, ideally with a recognizable proof point in the headline.

e.g. "How 9-Figure Entrepreneurs Like Iman Gadzhi Go From Anxious, Burned Out & Sluggish to Having All-Day Energy & Hitting Record Business Months."

ACT 1 — Hook, Pain & Desire

Make them feel seen, qualify them as the right fit, and open the gap between current and desired state.

- **Pain stack:** List 3-5 specific, relatable symptoms of the problem.

e.g. "Brain fog / Fatigued 24/7 / 12PM crashes / Lower sex drive / Something has been feeling 'off' for a while."

- **Desire stack:** Paint 3-5 specific, escalating versions of the desired outcome.

*e.g. "You wanna start feeling amazing" → "wake up alive, alert & clear without coffee, adderall or nicotine" → "energy that lasts all day" → "get sh*t done much faster in your business."*

- **Frustration acknowledgment:** Validate that they've already tried to fix this and nothing stuck.

e.g. "You've tried a million biohacks, diets, and routines but nothing sticks."

- **The promise:** State one big promise tied to a named process, without revealing it yet.

e.g. "I'm going to walk you through the 3-step protocol that hundreds of entrepreneurs have used... without more biohacking, random supplements, or putting your whole life on hold."

ACT 2 — Quick Proof Teasers

Back up the promise fast, before the story starts, to lower skepticism early.

- **Named proof teasers:** Name-drop 2-3 results across different proof types (famous, respected, everyday).

e.g. "Just like Iman Gadzhi... who overcame an autoimmune condition and scaled his business to 9 figures." (repeated for Alex Becker and Doug).

- **Limiting belief callout:** List the excuses/objections you know they're silently holding.

e.g. "Keep grinding and it'll work itself out" / "Need to put my biz & life on pause to heal" / "Need a doctor and a clinic or extravagant therapies."

ACT 3 — Industry Takedown

Set up the real villain (a broken, confusing market) so your mechanism feels necessary, not optional.

- **Name the villain:** Call out the industry itself as confusing, saturated, or broken.

e.g. "The holistic health industry is a \$1 trillion dollar maze and it's easier to get lost than find your way through it."

- **Framework tease:** Show your mechanism visually without explaining it — tell them to remember it.

e.g. "...getting all of that is possible when you understand this triangle... (Remember this, we'll come back to it later.)"

ACT 4 — Presenter Origin Story

Earn the right to teach through a real before/during/after arc — this is also where the core insight gets discovered.

- **Your Story or a client's story if you don't have one - Before / during / after:** Tell the story, make the low point specific and vivid.

e.g. "I have had 3 lives in this lifetime." BEFORE ILLNESS → DURING ILLNESS ("Depression, suicidal, panic attacks, insomnia... debilitating fatigue") → POST ILLNESS (REAL LIFE).

ACT 5 — The Epiphany & The Real Problem

Deliver the single reframing insight everything else is built on.

- **Turning point:** Signal a genuine breakthrough you/your client had.

e.g. "In my 4-year-long hell, I realized something that literally changed the trajectory of my whole life."

- **The real problem:** Name the "real problem", the root cause of why you were struggling initially. I call it your Branded Belief (In your case your PSI I think?)

Note: The real problem is the one belief, claim, or viewpoint that's the throughline of your entire approach — the single thing that explains everything else in your sales argument. It's the one belief viewers need to accept in order for your method to make sense to them.

e.g. "I found the ROOT cause... In other words, I found the REAL problem... My cells were dirty from the inside."

ACT 6 — Deep Social Proof

Go deeper on proof now that credibility and insight are established.

- **Case study deep-dives:** Show 2-3 case studies and break them down/tell their transformation story.

ACT 7 — The Core Case-Building Points (Discoveries)

Teach 2-4 reframes that each kill a false belief and build toward the mechanism.

- **Discoveries:** "Teach" 2-4 supporting arguments (they can be anything — a myth debunked, a mechanism explained, a story) as long as each one builds the case for and reinforces the real problem from Act 5.

Note: Discoveries aren't a fixed formula. Each one's only job is to make the real problem more true and more obvious in the viewer's mind — pick whatever arguments do that for your Branded Belief.

– "You can't out-hustle toxicity." → no clarity → no alignment → can't get to the next level.

– "Biohacking, random supplements, and cold plunges don't have the same effect anymore" — "like putting nitrous oxide into a car with a clogged engine."

– "Healing requires the whole puzzle, not just a piece" — "you need ALL those tools and modalities... in the right order."

- **Sprinkle in some myth-debunking and mention why some of the things they've tried before didn't work throughout discoveries (this is where you really need to get honest about your view points & your way of thinking)**

ACT 8 — The Mechanism Reveal

Close the earlier open loop by naming and breaking down your method.

- **Mechanism/Method/Framework Reveal:** Reference the earlier tease, then reveal your named, branded method.

e.g. "Remember this triangle I alluded to earlier? Now I'm gonna show you the exact 3-phase protocol... I call it... The Modern Purification Protocol."

- **Step breakdown:** For each phase of your method/framework: Explain the micro transformation, correct a wrong assumption at each stage, then explain what actually happens (not HOW it happens though!).
e.g. "Step 1: PREPARE" corrects jumping straight to a parasite cleanse. "Step 2: EXPEL" introduces binders. "Step 3: REJUVENATE" corrects the myth that healing must feel awful.
- **Recap:** Summarize the discoveries in a tight A/B/C recap.
e.g. "A: You can't out-hustle toxicity. B: Biohacking doesn't have the same effect anymore. C: Healing requires the whole puzzle."

ACT 9 — Transition to the Offer

Shift from teaching to pitching smoothly, building trust before the ask.

- **Empathy + stakes:** Validate their identity and gently raise the stakes of inaction for people who depend on them.
e.g. "As a high performer, your #1 currency is your energy & mental clarity. It's mission-critical for your team, partner, & family that you're back at 100%."

ACT 10 — The Offer

Name the next step clearly and remove all ambiguity around it.

- **Offer reveal:** Reveal your offer & what it's about, treat it more like an invitation, not a hardcore pitch
- **Direct CTA:** Name the specific low-friction next step, (usually an assessment call, or just invite them to send you a DM to have a chat, or to sign up for your program/retreat, etc).
e.g. "I'd like to offer you a 'Modern Purification Assessment' with one of my trusted team members."

ACT 11 — Objection Crushing

Win over the fence-sitters who didn't act on the first CTA.

- **More testimonials:** Address remaining skeptics with 1-2 short, targeted videos.
e.g. "If you're still on the fence... HEAR FROM CAMI (stick with me for 2mins)" / "HEAR FROM DR. WILL."
- **Repeat CTA:** Restate the CTA instruction plainly.
e.g. "If you're still here, it's for a good reason. Click the link and book your assessment with one of our trusted team members :)"

ACT 12 — Close, Reciprocity & Q&A

End on gratitude and generosity, then close with one final CTA.

- **Thank you:** Close warmly regardless of outcome.
e.g. "Thank you so much for joining me. I hope you got some value from today."
- **Bonus delivery - Usually free giveaway:** Deliver the promised giveaway to reward people who stayed.
e.g. "As a gift for staying, we'll be sharing some of our most popular case-specific protocols... Password: ddworkshop."
- **Q&A:** Open the floor for live objections.

e.g. "Q&A"