

**QUICK START EOI SCRIPT:**

I've just created a \_\_\_\_\_ that \_\_\_\_\_.

(thing)

(has a specific outcome)

Would you like the details?

**WHAT?** \_\_\_\_\_ **THAT**

**WHEN?** \_\_\_\_\_ **THEN**

**WHERE?** \_\_\_\_\_ **THERE**

**RUSSELL PEARSON**

*Business Blacksmith | Creator of the Select Consulting Business Model*

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~ RUSSELL PEARSON ~

# CASH BEFORE Christmas

**7 WAYS TO  
GENERATE MORE  
CASH BEFORE CHRISTMAS**

WHY?

WHO?

1.	2.	3.	4.
5.	6.	7.	+



- |             |             |              |               |            |
|-------------|-------------|--------------|---------------|------------|
| Adorable    | Kind        | Mysterious   | Honest        | Strong     |
| Brave       | Innocent    | Classic      | Imaginative   | Talented   |
| Calm        | Adventurous | Wise         | Joyful        | Casual     |
| Creative    | Noble       | Direct       | Knowledgeable | Witty      |
| Energetic   | Optimistic  | Ambitious    | Loving        | Formal     |
| Fearless    | Passionate  | Charming     | Playful       | Powerful   |
| Gentle      | Quirky      | Delightful   | Nurturing     | Caring     |
| Happy       | Aggressive  | Enthusiastic | Pessimistic   | Dynamic    |
| Intelligent | Sincere     | Friendly     | Patient       | Elegant    |
| Jovial      | Thoughtful  | Graceful     | Reliable      | Rebellious |

Symptom: \_\_\_\_\_

1. Here's what I've got

3. Here's how it does that

2. Here's what it does for you

4. Here's how you can get it

Brand Experience: \_\_\_\_\_

Campaign Theme: \_\_\_\_\_

