

# The Two-Minute Story

with keywords highlighted

I've got a good story.

Takes about two minutes.

Might make You a lot of money,

Might not.

Want to hear it?

Would it be okay if (You didn't have to go to work again)?

So, how much money would You need every month just to cover Your take-home pay so You (wouldn't have to show up for work again)?

Well, You know how a lot of people are always using (products/services of the type you have)?

Well, there's a company called XYZ that has really cool versions of these products.

[They have a (simple description, with benefit, of Your product or service).]

Now, if You (never want to go to work again), all You have to do is

get about XXX people to use or recommend these (products) on a regular basis.

Now, You don't know how to get XXX\* people, but You could learn...

I mean, You learned how (to drive a car),

You learned how (to be a parent),

And You certainly could learn a system to get XXX people.

So, what is going to be easier for You...

(Going to work every day for the rest of Your life to pay the bills [life as it is]), or learn a system to get XXX people?

So, what would You like to know next?

So, what would You like to do next?