

## The Mario Fachini Show™ Show Flow & VIP Guest Questions

00:00:00 – I Welcome the Audience to the Show & share todays topic

00:00:30 – Cue up your picture & Promote You 😊

00:01:00 – Cue 15-sec pre-roll sponsor

**[ Pre-Roll SPONSOR ] - A 15-second Pre-Roll around the 1-Minute Mark**

00:01:15 - The entire 1<sup>st</sup> ½ of the Show is ABOUT YOU 😊 2 Mins Per Q

00:01:15 –We will play your speaker sizzle reel ( up to 2mins) and then jump into:

00:03:00 -

• **[ The Inspiration ]** What inspired you to start your own business, and why this?

00:05:00 -

• **[ Whom You Help & How ]** your perfect customer & your unique way for transformation?

00:07:00 -

• **[ Your Specific Results ]** What is the end result you can get for your clients consistently that no one else can?

00:09:00 -

• **[ Your Success Stories ]** What is your best success story - (largest results in the shortest time)/(Biggest overall transformation 0 to hero)

00:11:00 -

• **[Using Video/Podcast/Speaking in Your Business ]** How would you say that using your power medium has helped you being seen as the expert & authority in your niche?

00:13:00 -

• **[ Business Book Publishing ]** What has publishing your business book done for you professionally as well as personally?

00:15:00 -

**[ Mid-Roll SPONSOR ] - A 30-second Mid-Roll Sponsor around the 1/2 way mrk**

00:15:00 (Ish) - The 2nd ½ of the Show is ABOUT YOUR EXPERTISE & VALUE YOU BRING 😊

00:16:00 -Me for a min

so Expert Authority Nation™ we're back and like I eluded to before the break we're going to jump into the imperfect action items that you can do right now to profit your business

00:17:00 – 3 Mins per Q

• **Value Add 1 - Rapid Fire - 60 seconds -** what is the biggest problem you see [*your audience*] make and the fastest & easiest way they can fix it?

00:20:00 -

• **Value Add 2 - Shortest Path to the cash -** what's 1 thing [*your audience*] could & should do to increase their profits, the fastest?

00:23:00 -

• **Value Add 3 - Customer Lifetime Value –** What's 1 way [*your audience*] could maximize their customer lifetime value?

00:26:00 -

• **[ PLUG ]** - Got a new book, (*re-launching an existing---hint: if you didn't have it planned it might be a good time to create it and a reason to excite people again about what you do*) event, album, or movie coming up? Let me know so we can promote it :)

00:28:00 -

• **[ FREE Gift ]** - What is it & where can they get it? \*(Have a URL ready to mention with a *FREE* download)\*

00:29:00 -

**[ Post-Roll SPONSOR ]** A 30-60 second Post-Roll at the ending