

# THE CASE STUDY VIDEO BUILDER™

Frustration	<p><b>Person</b>   Introduce yourself and what you do</p>	<p><b>Why</b>   What did you want to achieve, or what problem were you facing?</p>	<p><b>Impact</b>   What would it mean for your business? And for your personally?</p>
	<p><b>Framework</b>   What 3 parts of our system have made the biggest impact?</p>	<p><b>Actions</b>   What part of each?</p>	<p><b>Result</b>   What results have you achieved? And how has the impacted your business? And you personally?</p>
Followthrough	<p><b>Objections</b>   I almost didn't join because ...</p>	<p><b>Recommendations</b>   Who would you recommend it to, and why?</p>	<p><b>Curiosity</b>   If you'd like to see if this system could help you, click the link below or go to SpecificURL.com</p>
	<p><b>Favourite</b>   My favorite part of working with [BUSINESS] is ...</p>		