ITA Outreach Script

Netflix Free Entrepreneurship Course

Video 2 – Irresistible Offers (Grand Slam Offers)

DISCLAIMER

This is a rough outreach script created for ITA ambassadors to help engage students and entrepreneurs in our free course. Adapt as needed for your style.

Main Script (Conversation)

Ambassador: Hey [Name]?

Student/Entrepreneur: Yeah, this is [Name].

Ambassador: Hey [Name], it's [Your Name] from ITA (International Talent Association). How are you doing?

Student: Good, thanks.

Ambassador: Awesome! I'm reaching out because you joined our Netflix Free Entrepreneurship Course. We just dropped Video 2 – Irresistible Offers, and I wanted to share a quick insight with you. Do you have a minute?

(If yes, continue. If no, schedule a short follow-up.)

Hook

“Why do some shops in Sri Lanka have lines out the door, while others can’t sell a single product? The difference is the offer.”

Story

“When Spa Ceylon launched, they didn’t just sell cream. They sold a luxury Sri Lankan ritual in a box. That’s why they dominate.”

Teaching

In Video 2, we explain Alex Hormozi’s Value Equation:

Value = {Dream Outcome} x {Perceived Likelihood} / {Time Delay} {Effort & Sacrifice}

Ask yourself:

What’s the Dream Outcome your customer wants most?

How can you increase confidence with proof or guarantees?

How can you reduce the time delay so they get results faster?

How can you make it easier with less effort/sacrifice?

Add: bonuses, scarcity, guarantees → to make it irresistible.

Sri Lankan Example

Tuition class offer:

“Pass O/L English in 90 days with daily WhatsApp voice notes + weekly mock tests.”

Dream Outcome = Pass exam

Likelihood = Testimonials from past students

Time Delay = 90 days

Effort = Easy—voice notes on their phone

Micro-Action

“Write down your dream customer’s dream outcome. Then ask: how can I make it faster, easier, and more certain?”

Closing & Tease Next

“An offer is useless if nobody sees it. That’s why in the next video we’ll cover how to get your first 100 leads, free or cheap.

Before that, can you commit to writing down your dream customer's dream outcome today?"

Student: Yes.

Ambassador: Great! That's the first step to building your Grand Slam Offer.

Notes for Ambassadors

Start with Energy: Smile before you start speaking. Energy is contagious.

Use Relatable Examples: Local shops, tuition classes, food stalls → they hit home.

Keep it Conversational: Don't "lecture," make it feel like sharing a secret.

Always End with Action: Push for the Micro-Action ("Write your dream outcome").

Timing: Keep calls under 5–7 minutes → short and sharp.

Be curious: Ask small follow-up questions: "What business idea excites you most?"

Quick Script (DM / WhatsApp / Short Call)

Text Version Example:

“Hey [Name]! Just watched Video 2 of our Netflix Free Entrepreneurship course

The big idea: ‘The offer makes the difference.’

Example: Spa Ceylon sells luxury rituals, not cream.

What’s YOUR dream customer’s dream outcome?”

Voice Note Version (30s):

“Hey [Name], it’s [Your Name] from ITA. Quick one- Video 2 is about making irresistible offers. Think of Spa Ceylon- they don’t just sell cream; they sell a luxury ritual. What’s one dream outcome YOUR ideal customer wants? That’s your homework.”

Follow-up Strategies

Reminder Message:

“Hey [Name], just checking in - did you write down your dream outcome yet?”

Engagement Tools:

Share a meme about “bad offers vs. great offers.”

Send a 1-line tip: “Add a guarantee to make your offer 10x stronger.”

Tag them in ITA’s content posts.

Keep it light + personal → use emojis, short messages, or quick voice notes.

Overcome Objections

Objection 1: “I don’t know my dream customer.”

Response: “That’s fine! Just pick one person you’d love to help. Start small. Even one clear example is enough.”

Objection 2: “I don’t have time.”

Response: “This exercise takes 2 minutes. Writing one sentence could change your entire business model.”

Objection 3: “I don’t have proof/testimonials.”

Response: “No problem-start with a small pilot offer. Even helping one person gives you a story to share.”

Objection 4: “What if nobody buys?”

Response: “That’s the point - you test, improve, and keep adjusting. Offers are experiments, not final exams.”