



Busting Industry Myths

It's time to bust industry myths with FACTS that speak truth about how you help your clients get results.

(Thought Reversal Content)

Step 1: What is your direct offer? We want you to be selling NOW!

**Note - “selling” here can mean different things: selling a service, selling who you are as a person, selling people a new idea/way of being or thinking, suite of freebies (WS, Optin, Strategy Call)

SELL:

Step 2: Pick a common MYTH people believe related to your coaching/offer/service.

Seed Ideas: What things do you keep telling people to let go of: outdated beliefs, things they have been told by others, things they keep doing that keeps them stuck.

MYTH:

Step 3: Outline your content.

- Say what is. Share the MYTH.
- Give three FACTS that reverse the thought and show that the myth is a misbelief. Stand in your brilliance and TRUTH.
 - FACT:
 - FACT:
 - FACT:

Step 4: CTA

Reference Examples:

- **On taking time away in biz:** <https://www.facebook.com/maryshannon.hernandez/posts/10228099498694737>
- **On using ads to get clients:** <https://www.facebook.com/maryshannon.hernandez/posts/10228087893724620>