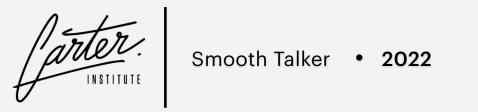


Smooth talker

Testimonial questions

- Who are you & what do you do?
- What challenges were you experiencing before [X]?
- "I almost didn't join because ... "
- "When I joined, I didn't expect to receive ... "
- What was your best result?
- What would you say to someone sitting on the fence?



INSTITUTE