

MAKE IT SOUND LIKE YOU

The goal is not to sound like somebody else. The goal is to sound like **YOU**... at your best.



1. THE PURPOSE

- Great word tracks aren't about memorizing scripts.
- They're about having a structure, a path, and a plan for the conversation.
- Then making it sound natural in your own voice.



2. BE YOU

- Some people are warm.
- Some are direct.
- Some are analytical.
- Some are high-energy.
- **That's okay.**

You do not have to become somebody different to be successful.



3. THE FRAMEWORK

- You just need a framework that helps guide the conversation.



Grab attention.



Create interest.



Help them win.

That's the structure.



4. PRACTICE & IMPROVE

- Practice it... use it... and adapt it.
- Sales is an art. And like any skill, it requires repetition.
- The more conversations you have, the more confident you become.
- The more confident you become, the more natural you sound.



5. ADAPT & REFINE

- The word tracks stop sounding like "word tracks."
They simply become the way you communicate.
- Tweak things.
- Adjust your pace.
- Adjust your wording.
- Adjust to the personality you're talking to.
- Keep what works.
- Improve what doesn't.



6. THE REMINDER

- You do not have to be perfect to help people.
- You just need to be prepared... genuine... and willing to improve.

- ✓ **Build it.**
- ✓ **Use it.**
- ✓ **Adapt it.**



YOU'VE GOT THIS.



LET'S GET CRACKIN'.