

THE 5X5 CONTENT GRID™

	Key Problem 1	Key Problem 2	Key Problem 3	Key Problem 4	Key Problem 5
Your Story	<i>Hero's Journey</i>				
Case Study/Success Story	<i>Cover Every Objection</i>				
Facts/Stats	<i>What is Google?</i>				
Overcoming Myths	<i>Prove Your Guru Status</i>				
Celebrity Example	<i>The Energizer Bunny</i>				