



# Glenn Dietzel

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## FORMULA for Keynote Riches

- I (A) Proposition/Advantage – USP
- II (B) S.P.
- III (C) B.P.  
S.P.  
D.E./P.I. -- Advantage  
S.P.
- IV (D) Build Context  
UPP  
D.E./P.I.
- V (E) C.S. #1  
Positioning  
Principle  
S.P.  
D.E./P.I.  
S.T.—Part Of Your System  
S.A.—Tied into the Close
- VI (F-E) C.S. #2  
Positioning  
Principle  
S.P.  
D.E./P.I.  
S.T.—Part Of Your System  
S.A.—Tied into the Close
- VII (E) C.S. #3  
Positioning  
Principle  
S.P.  
D.E./P.I.  
S.T.—Part Of Your System  
S.A.—Tied into the Close
- VIII (D) D.E./P.I. – Major Transition – Begin To Focus Closing Stealthfully
- IX (C) B.P.
- X (B) S.P.
- XI (A) Advantage – USP – Key Critical Next Action Step/Close

**NOTE:** Your job is to create a system that provides context to influence your target market's perceptions.



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## FORMULA for Keynote Riches (With Definitions)

- I (A) Proposition/Advantage – USP
- II (B) Social Proof
- III (C) Bold Prediction
  - Social Proof
  - Discrepant Event/Pattern Interrupt -- Advantage
  - Social Proof
- IV (D) Build Context
  - UPP
  - Discrepant Events/Pattern Interrupts
- V (E) Case Study #1
  - Positioning
  - Principle
  - Social Proof
  - Discrepant Event/Pattern Interrupt
  - Strategic Teaching—Part Of Your System
  - Activity—Tied into the Close
- VI (F-E) Case Study #2
  - Positioning
  - Principle
  - Social Proof
  - Discrepant Event/Pattern Interrupt
  - Strategic Teaching—Part Of Your System
  - Activity—Tied into the Close
- VII (E) Case Study #3
  - Positioning
  - Principle
  - Social Proof
  - Discrepant Event/Pattern Interrupt
  - Strategic Teaching—Part Of Your System
  - Activity—Tied into the Close
- VIII (D) Discrepant Event/Pattern Interrupt – Major Transition – Begin To Focus Closing Stealthfully
- IX (C) Bold Prediction
- X (B) Social Proof
- XI (A) Advantage – USP – Key Critical Next Action Step