

Sell Solution, Not An App Business Advice
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SHOT #	SHOT TYPE	AUDIO	VISUAL
1	Selfie	Don't sell an app. Sell this instead.	Gareth: center frame Scroll through screen with multiple apps
2	Selfie	Many people think their app is what sells,	Gareth: center frame Shot of someone working on an app
3	Selfie	But it's simply a tool for exclusive content and features.	Gareth: center frame Scroll through an app to show content options
4	Selfie	Say I have a health and wellness app.	Gareth: center frame
5	Selfie	I personalize monthly meal plans and workouts and give you bonus access to my community.	Gareth: center frame Shot of meal plans, then shot of workouts
6	Selfie	I'm giving you tools to stay accountable and reach your goals.	Gareth: center frame
7	Selfie	That's the solution. It just happens to be in an app.	Gareth: center frame "Solution" on screen, perhaps a phone/app logo engulfs the words so it looks like the solution is in the app
8	Selfie	Always sell your solution, not your app.	Gareth: center frame