

# W O R K S H O P CONTENT THAT SELLS

## CREATE VIDEOS AND CONTENT THAT ATTRACT, CONVERT AND CLOSE CLIENTS.

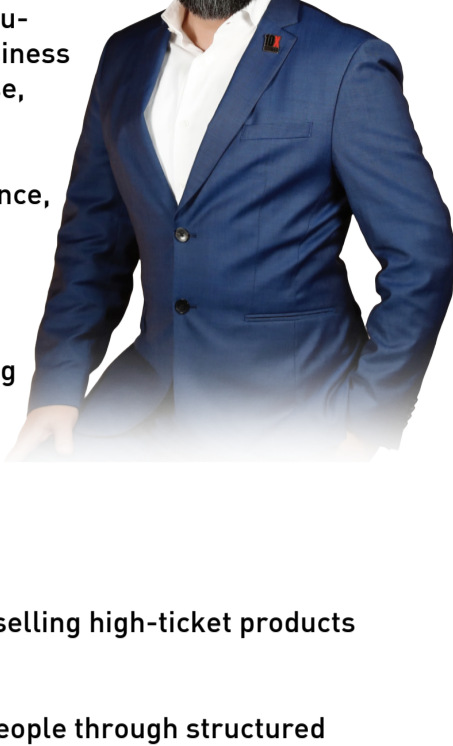
This workshop is your shortcut to mastering the science of content that grabs attention, builds trust, and leads to money in your bank account.

### MEET COACH

#### Gary Zambakjian

Gary Zambakjian is a 10X Certified Business Coach, Grant Cardone Licensee, and one of the most in-demand sales consultants in the region. Known for building sales systems that grow company revenues by 30% to 50%, Gary has trained thousands of entrepreneurs, salespeople, and business owners on how to communicate, present, close, and scale.

With more than a decade of hands-on experience, Gary has developed a reputation for turning struggling sales operations into organized, high-performance machines. He has created complete sales systems, scripts, onboarding paths, follow-up machines, and money-making processes for dozens of companies across Lebanon, the Middle East, and beyond.



#### Gary's career includes:

- \$14M+ in sales volume in his last business selling high-ticket products globally.
- Training and mentoring hundreds of salespeople through structured workshops, coaching, and private consulting.
- Creating GZ Business University, a full-scale academy with assessments, systems, follow-up structures, and tools that help salespeople boost performance fast.
- Speaking at major events, hosting workshops, and building one of Lebanon's strongest business communities.

• What makes Gary unique is his ability to simplify complex sales strategies into step-by-step execution that any salesperson or business owner can apply immediately. His teaching combines psychology, process, communication, and real-life examples that help people transform their results—not just their knowledge.

#### Gary's mission is simple:

Help people grow their income, build powerful sales careers, and live the free life.

**\$14M**

Sales

**+1,500**

Clients Coached

**+15**

Years of Experience

## What You'll Learn

- Hooks that stop the scroll – 3-second psychology
- The full script structure: intro, body, CTA
- The content formula that builds trust & brings money
- How to turn videos into leads, and leads into paying clients
- Content ideas that generate real results
- Sales funnel strategy — what to do after the lead
- How to communicate in the DM & book the call
- A step-by-step strategy to close clients from conten

### Session 1

[ DURATION : 2 Hrs ]

#### FOUNDATIONS OF CONTENT THAT SELLS

##### Main Topics

My story with content creation

Why content creation is non-negotiable in 2025

psychology behind content that builds trust & inbound leads

5 mistakes destroying your content

Understanding client psychology before thinking of creativity

The 5 content types that work

The truth about social media (it's not a website)

##### Practical Work

Identify your USP

Identify your target audiences

Define the problems you solve & benefits you deliver

### Session 2

[ DURATION : 2 Hrs ]

#### SCRIPTS, HOOKS & COMMUNICATION STRATEGY

##### Main Topics

The full script structure

Hook

Explain the problem

Solution

Sell yourself

CTA

What makes a great hook

10 powerful hook templates

Why people fail even when they post daily

How to speak the language of your market

Exercises from the PPTX:

write hooks, explain the "why," craft your first script

##### Practical Work

Write 2 hooks

Write your first 60–75 second ad script

Craft niche-based content messages

### Session 3

[ DURATION : 2 Hrs ]

#### THE ALGORITHM, CONSISTENCY AND BUILDING THE CONTENT HABIT

##### Main Topics

How the algorithm really works

Why algorithm ≠ income

Why consistency is harder than creativity

How to remove fear of posting

The 4-step process to build the habit

The "10 stories a day" method

What to prepare: lighting, mic, phone, editing apps, designer

##### Practical Work

Create your "40 identity topics" list

Build your weekly consistency plan

Practice your first fear-removal video

Plan your content batching routine

### Session 4

[ DURATION : 2 Hrs ]

#### SALES THROUGH CONTENT, ADS STRATEGY & MONTHLY CALENDAR

##### Main Topics

How to turn viewers into clients

Content → Leads → Sales System

The formula: AD + content + sales system

Boosting vs Ads

The best ad video script

Building your monthly content calendar

Balancing the 3 content pillars

Reusing, repurposing & batching

##### Practical Work

Build your monthly 4-week calendar (based on 3 content pillars)

Write your first ad script using the 5-step formula

Create your CTA plan (DM, WhatsApp, lead form, etc.)