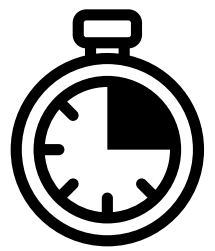


# DURATION



**100 WRITTEN WORDS = 1 MIN VIDEO**

## **GIFT:**

Simon recommends:  
30 - 60 mins

**30 mins = 3000 words**  
**60 mins = 6000 words**

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## **P4P (PRODUCTS FOR PROSPECTS):**

Simon recommends:  
60 - 180 mins

**60 mins = 6000 words**  
**180 mins = 18000 words**

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## **P1 (CORE SERVICE):**

Simon recommends:  
180 mins +

**300 mins = 30000 words**

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