

Writing a Sales Webinar Worksheet

Beginning

W - Wow Headline

What's the big problem you will be addressing in your webinar? How will you help them?
Who is this for?

E – Engaging Introduction

What is the big problem they're facing? How does it affect them?

B – Big bold benefits/ big promise

What will they know/ be able to do/ understand after watching this webinar. How will they be better off after this webinar? How will you be helping them on this webinar?

Also getting permission for what you're going to do:

- a. Your style
 - i. Asking questions and them typing answers into the box
 - ii. Casual approach
- b. Content - bullets from the promise email
- c. For the offer - at the end I'll show you where to go to get help if you want it

I – Irresistible reasons why they should stay to the end

Those who stay until the QnA time at the end, give them one of the following - a checklist/ cheat sheet/ reading list/ recording of the webinar/ slides from the webinar/ step-by-step guide to getting the result they want (and the major step is being part of your program)

N – Nice to meet you

- A: What was your life was like before the conflict?
- B: Describe the conflict
- C: What was the remedy or secret you discovered?
- D: What were the results obtained from making the discovery?
- E: Why you are now giving the secret back and not keeping it for yourself?
- F: Interaction: questions/comments

- i. "What's the hardest part about XYZ for you?"
- ii. What's been holding you back?
- iii. What happen last time you tried XYZ?
- iv. What do you want achieve/do with XYZ?
- v. Why do you think so many people struggle with xyz?



Middle

A – A journey to remember

What are the common 2-3 pieces of content about this topic that they usually struggle with?

Structure the content as below:

1. Stretch bad: What are the 2-3 things that will happen if they don't listen and follow what you are about to show them?
2. Stretch good: What are the 2-3 things that will happen if they do listen and implement this piece of content?
3. Give the 'what' of the content
4. Give an example/ illustration of it
5. Proof - testimonials
6. Questions/comments - ask them a question about what you just covered and get their answer.
7. Repeat above for each piece of content.

End

R – Results desired/ reaffirming the need for a solution

- Review what's been covered, then ask, "if you were able to apply all this in your situation/problem, what difference would it make to your life (be specific)?
 - E.g. if you could apply all this to your GAMSAT preparation, what difference would this make to your results and dreams of becoming a doctor?
- Why are they not out of the woods yet?
 - "You can see what will happen if you address what we've talked about, but the problem is that you're still in the dark. It's been a great webinar but you're still alone and there is a lot to cover and learn. We can't cover everything in 60 minutes. "

N – Now it's time for action

"If you don't address this now, things will only get worse. [Explain how they will get worse] So now is the time to act ..."

"At this stage you're probably wondering what you should be doing to get [results they want]?"

"That's why I created my..."

"And the way it works is..."



O – Offer; Teaching them about the program:

1. How does it work?
2. What are the benefits of each feature? (What's each worth?)
3. How do they get it - Emailed/membership site/ physical books etc?
4. Special bonuses and/or price for those on the webinar who join in the next 24 hours and first 10 people only (is all I can afford to do at this price/offer)
5. How much is each feature **worth**? What is the investment?
6. CTA - Three step command
7. Summary: Benefits and value of each component, scarcity/urgency factors, the investment, CTA

W – Wrap up in a positive powerful way

- Let them know it's the end.
- What should the people who just signed up be looking forward to?
- What will happen once they're in? Insert testimonials showing what can happen to them
- Strategic Q&A - At this point they are asking themselves the question "is this right for me?" Answer questions which will help them see that it is.
 - "A question that I get a lot is..."
 - "A question you might have is..."

Websites for images:

<https://unsplash.com/>

<https://picjumbo.com/>

<https://pixabay.com/>

<http://imcreator.com/free>

<https://gratisography.com/>

<https://www.freeimages.com/>

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