

## The Webinar Script *That Sells*

### The Script:

1. **Who/What:** Who are you and what do you do?

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2. **Learn:** What is your audience going to learn?

“By the end of this webinar, you are going to know...”

1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

4.) \_\_\_\_\_

5.) \_\_\_\_\_

3. **Mission/Opportunity/Movement:** What’s the Big Opportunity and the Mission or Movement you want them to enroll in?

**Example of How to Frame the Opportunity:** There's no better time in history then right now, to live your passion and share your gifts with the world. For the last 100 years in the Industrial age, The Human Spirit, Voice, and Passions have been suppressed. Now is your opportunity to

Play a higher role, serve a higher purpose and earn a higher income. What is yours?

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4. **Problem:** What's the problem you're solving?

**Example:** Most coaches/entrepreneurs are trading their time for dollars, they are a prisoner of the system they created, they are chained to a desk, with a phone attached to their ear, and they haven't created a lifestyle they deserve.

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[Insert case story if you have one]

5. **Free Hook:** At the end of this webinar I'm going to give you \_\_\_\_\_  
(give away something free as a bonus and make that your hook.)

What will your hook be?

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**8. Rockstar Content** (50% of the webinar): Teach something...like The 12 Essentials to Build a Thriving Coaching Business. Teach 5 steps to 7 essentials in your webinar.

What will your steps be? List them.

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_
- 3.) \_\_\_\_\_
- 4.) \_\_\_\_\_
- 5.) \_\_\_\_\_
- 6.) \_\_\_\_\_
- 7.) \_\_\_\_\_

**9. Teaser offer:** This is where you take 3-5 minutes and sell for the first time.

(This takes place at about 2/3rds way through)...Give an overview of your program with a small call to action and go back to teaching.

**10. CTA - First Call TO Action - "Click the link for more information"**

11. Do's/Don't:

Do's: Tell them 5 Things they must do (Give them action steps they can implement today)

What are your must do's?

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_
- 3.) \_\_\_\_\_
- 4.) \_\_\_\_\_
- 5.) \_\_\_\_\_
- 6.) \_\_\_\_\_

The Don'ts: tell them several things not to do, such as "Don't waste your time and money trying to figure this out on your own."

What are your don'ts?

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_

3.) \_\_\_\_\_

### **Transition/Statement/The Sale**

Second Offer - The real sale: Now you really sell and take enough time to make a thorough, detailed offer.

### **Features/Modules**

A) Features: Talk about the features and how many hours are in the program and if they are going to be audio or video or shipped in a box. Give them a tangible feel of the features. (Don't spend much time on this part)

B) Modules/Steps: Here are the 6 strategies of what you must know to \_\_\_\_\_ (What are you teaching) These 6 strategies are broken down into Modules, and whether you enroll in my program or not, these are the strategies you need to know so pay close attention.

How to...

How to...

How to...

Lots of how to's and pay attention to giving clear details and steps so their rational mind is satisfied.

**3. Price Contrast** (To work with me one on one people pay thousands of dollars, but I wanted to make this program available to you for fraction of the price)

What is your price contrast?

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4. **Guarantee:** Before I tell you the price, here is my Guarantee (30 Day Guarantee)

5. **Retail pricing:** The Retail of this program is \$2,000 but that's not what you're going to pay when you enroll today.

6. What is the retail price for your program?    \$ \_\_\_\_\_

7. **Special Pricing:** Special pricing for today's call or today's presentation is \$ \_\_\_\_\_.

Example: \$1,997 one-time payment or 3 payments of.....

Go ahead, Click the button below and get registered

What is your special pricing?

\$ \_\_\_\_\_

7. **Bonus 1-2:** Add bonuses. This is what creates action takers.

What are bonuses 1 and 2?

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Bonus 3-4: These are the higher valued bonuses like personal time with you, group coaching via telephone, or event tickets.

What are bonuses 3 and 4?

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**Includer** (The first 100 people to sign up will be included in this offer. This is a way to get them to act now. But make sure it's true. Do not create a fake includer)

Example: The first 100 people to sign up get 6 months of access to an "Ask Ted Anything" Online Members Forum.

What are two of your includers?

1. \_\_\_\_\_
2. \_\_\_\_\_

**Command/Speed** (Tell them what to do, and speed up)

"Click the button below and enroll in the program." "Go to the back of the room and get registered for the program."

At the end of your presentation, what action do you want them to take?

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**Buffer**

**Invitation/Unite/Call Sign** (We can do this together, we can make a difference)

Until Next Time, Play a Higher Role and Serve a Higher purpose

What's your call sign? (Every fighter pilot should have one)

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