Name _____

Webinar Worksheet

1) Identify Your Paid Offer

Topic:

Name/title of your offer:

Audience:

What PRIMARY problem does your offer solve?

What are (at least two) other problems your offer solve?

Price:

Format:

Bonuses:

Special webinar offer (why should they buy NOW):

List top 3 objections to buying your offer:

Name _____

2) Webinar Topic

3) Webinar Title

4) What is one "Key Defining Insight" you want people to walk away with?
(radical shift in thinking, a-ha moment, the biggest takeaway, something that will make your audience say to themselves "This changes EVERYTHING!")

4) 3 Teaching Points related to your "Key Defining Insight" (mistakes, secrets, myths, keys, hacks, facts, etc…)

Name _____

5) Positioning of Teaching Points

Teaching Point #1:

What is it?

Why is it so important?

What are the ramifications?

What will you teach (can be WHAT and HOW)?

What case study or story can you share?

How can you implement this info immediately?

Teaching Point #2 (THE LEAST IMPORTANT):

What is it?

Why is it so important?

What are the ramifications?

What will you teach (can be WHAT and HOW)?

What case study or story can you share?

How can you implement this info immediately?

Teaching Point #3 (THE MOST IMPORTANT):

What is it?

Why is it so important?

What are the ramifications?

What will you teach (only WHAT)?

What case study or story can you share?

Name _____

6) How will you address each of the 3 top objections? Be specific…

(Bonuses, stories, testimonials, case studies, facts and statistics, teaching points, social proof, your own mistakes or lessons, etc…)

7) List 3 other testimonials, case studies, facts, FAQs or personal stories that support your offer:

8) 3 benefits of attending your webinar

When you attend this webinar you'll discover:

-
-
-

Name _____

Webinar Flow:

1) Welcome
2) Overview (Promise to “Hook” the audience”, You are in the right place if…, What you’ll discover…, “Bribe” to stay till the end)
3) Turning point story (Who I am and why you should listen to me)
4) Definitions (if needed)
5) 3 Teaching Points (50% or more of your webinar)
6) Transition to the offer / Ask for permission to share the offer
7) Describe the offer (what they get)
8) Provide comparator
9) Share the regular price
10) Share webinar special offer and CTA (link to the summary page)
11) Share bonuses and their value (with reasons for each)
12) Share total value of the offer and CTA (link to the summary page)
13) Guarantee (if applicable)
14) Payment plans (if available)
15) CTA (link to the summary page)
16) “Bribe” for staying till the end
17) Closing and CTA (link to the summary page)
18) BONUS: Q&A time

Don’t forget to:

- Identify one “key defining insight” and use it throughout your webinar
- Interact with your audience and ask questions
- Announce the gift/”bribe” people will get for staying till the end
- Include stories, testimonials and case studies where appropriate BEFORE you make the offer
- Ask for permission to share the offer
- Practice your webinar before delivering it live
- Get familiar with your webinar platform before doing it for the first time
- Hit the record button!