

TIME TO PROFIT

Find the Right Team.
Have Them Do the Right Things.

Webinar Productivity Plan



PART 1: INTRODUCTION

#1 Why You Chose this Topic

Why you chose this information - what inspired you

#2 Who You Are

Tell your story or some part of your story

#3 Introduce Your Audience

What the problems are that your audience is suffering from

#4 Outline What You'll Cover in the Talk

*#5 Let Them Know you'll be providing a resource for them at the end of the call
(seeding the offer)*

PART 2: CONTENT

#1 1-3 MAIN CONTENT POINTS

For Each Content Point - Use this framework:

PROBLEM - what is the specific pain that you are addressing, how is this showing up in their lives?

SOLUTION - give them a solution that is real and authentic that they can use right away

EXAMPLE - use a testimonial or a statistic that shows how others have solved this problem

LONG-TERM PAIN - what will happen in the future if you don't solve this pain (*this is foreshadowing for your offer*)

PART 3: OFFER

#1 EDUCATE:

Why do they need your program/free session/service?

#2 INSPIRE:

What will happen if they buy your free session/service/program?

#3 FEATURE & BENEFITS OF THE OFFER:

What are the benefits of the program/free session/service?

#4 PRICE OF THE OFFER:

What is the price of the offer?

#5 JUSTIFY THE PRICE:

Why is the offer priced at this price point?

#6 OBJECTIONS:

What are 1-3 reasons someone might now buy, why should they buy anyways?

#7 CLOSE:

What new possibility will be created with your offer?