



OFFER CRAFT TEMPLATE: WEBINAR

Webinars can be an excellent delivery method for your sales, and they're a great way to grab and hold an audience's attention while you cover all the elements of your offer. You may even be able to demonstrate your product or service live in the webinar!

In this template, you can see the structure and essential content outline for a successful webinar. Keep an eye out for all of the elements that you learned in this course - the Transformation, the Motivation, the Mechanism, and the Proof.

Warm-Up

- At the start of the webinar, while people are still arriving, talk to them!
- Tell them you're waiting just a couple more minutes for people to join, and then you'll get started.
- Bring a simple element of **Proof** in early by talking about how packed the webinar is, and how people are streaming in to learn this topic.
- Ask your audience to type into the questions box and tell you where they're dialing into the webinar from, so that you know they can hear you.
- Read out the responses as they come in. This provides another layer of social proof (emphasize how widespread the audience is).
- Asking for a micro-commitment like this at the start also gets your audience in the habit of participating in the webinar and taking action when you ask them to!

Introduction

- If you're working with an affiliate partner or other presenter, introduce them and thank them. Let them talk for a couple of minutes about how they know you,



what they're looking forward to about the webinar, and why the audience should listen to what you're about to say (speaking to their **Motivation**).

- Introduce yourself, giving the level of detail that's appropriate for the audience - do they know you well, or are they new to you?
- Offer elements of **Proof** relevant to your credibility and authority - have you published a book on this topic, or taught it before? Outline your qualifications or experience.
- Describe the before and after picture of the **Transformation** you've created for yourself, that you're now going to show them how to create in their own lives. By doing this, you're modelling for them what they can accomplish with your offer.
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- Offer elements of Proof relevant to your credibility and authority - have you published a book on this topic, or taught it before? Outline your qualifications or experience.
- Promise to show them the most important ingredient of that Transformation (i.e. your **Mechanism**), but don't say what it is yet. Acknowledge that there are many factors, but that you believe the one you'll show them is the key.
- Explain that this won't be like most webinars. where some guy talks for an hour without saying very much and then tells you to buy his product if you want any real information or assistance. Ask your audience to type in the questions box if they've ever attended a webinar like that before.
- Then reassure them that in your webinar, you will have an offer to extend to them at the end, but first they'll get valuable, actionable and complete information that they can use regardless of whether they ever buy anything from you or not.
- Invite them to switch to full-screen view of the webinar, switch their phones to silent, and minimize other distractions so that they can get the most from the webinar.



New Possibility

- Talk about how things are right now. Articulate the problems, and why you think a change (the Transformation) is necessary. This can be a good place to quote facts and figures that support the perspective you're presenting.
- Briefly explain the conditions that make that change possible now, even if it wasn't before.
- If you have a testimonial that describes the "before" picture and problem in a compelling way, quote from it here and show a photo of the person who gave it.
- Ask your audience to type into the questions box if they've had these problems, and to let you know which of these problems affects them the most.
- Tell them that you're going to help them get the "after" picture they want - describe it for them.

Share Your Story

- Before you begin telling your story, clarify to the audience that you're going to share with them how you came to solve this problem, and that the learning and answers they're looking for are all in the story, so they should pay attention and see if they can spot them all.
- Then share your hero's journey with them - your struggle, your discovery of a solution, and what happened when you put it into action. So again, you're modelling for them the **Transformation** they can accomplish with your offer.
- Mention things you paid for, or considered paying for, to solve the problem when you were tackling it - for example, if you paid \$10,000 in consulting fees without getting good results, or if you thought about spending \$997 on a training course but were too nervous about the investment to go ahead with it. This acts as a price anchor for your offer later on.
- Anticipate people's objections to your offer, and weave answers into your story - before the webinar attendees have even formulated the objections in their minds.



- Tell them the best parts of your "after" picture, and ask them to imagine living that after picture themselves.
- Now ask them to commit to doing something towards creating that **Transformation** - not necessarily with your offer, but just a commitment to take action and do something about the problem.

Special Snowflakes

- Tell them that naturally, you don't expect them to believe that what you did will work for them just because it worked for you. Assure them that you've tested it many times in different situations, and it works when used correctly.
- This is a good time to bring in Proof: a testimonial or case study of somebody who had a lot of obstacles and challenges, but overcame them all with the help of your offer.
- Ask people to type into the questions box if they want the after picture of your offer. When they respond, read out a few answers and remind people that the Transformation is achievable for them.
- Explain who your offer is for, Le. what type of person has the Motivation to seek this Transformation and what type of person it will work for.
- Very briefly outline the Mechanism of your offer and how it will create the Transformation they're looking for.

Training Content

- Now you move into the training content of your webinar, which is essentially an overview of how to do what your offer does.
- Make it comprehensive, showing every step your audience will need to go through, but don't go into too much fine detail or your webinar will be several hours long!
- Go into deeper detail about your unique Mechanism and what they need to do to make it work for them.



- As you go through the training content, address the objections you're able to anticipate. and any other objections that come up in the questions box.
- Throughout the training, give real-life examples not only to help them understand what to do, but also as Proof that they can accomplish what you're saying.
- At the end of the training content, remind your audience what the promise of this webinar was - what you said they would learn or gain from it.
- Ask people to type into the questions box and tell you if you've lived up to that promise. Read out some of the answers to add more Proof that other people find this topic and this webinar valuable.

Offer

- Before making your offer, re-open the gap between where your audience is now and where they want to be.
- Point out that although what they've just learned is valuable, and it's enough that they could go out and get started by themselves right now... they don't have all the details yet, and the finer details will make all the difference in their results.
- And although you walked them through the entire process of how to get great results, you couldn't possibly fit all the details into a one-hour (or 90-minute, etc) webinar!
- Remind them that people who are genuinely looking for the right solution are willing to work hard to get it, even if things are tough. They're willing to commit to, and invest in, creating the **Transformation**.
- Tell them that you'll be happy to work through all of the fine detail and nuance of the **Mechanism** with them step-by-step, and that now you're going to explain to them how they can access that level of in-depth training with you.
- Now lay out all the essential details of your offer, piece by piece, but don't state the price just yet.



- Explain what your customer will get, do, achieve and attain with your product or service.
- Break it down into steps, features, benefits, and outcomes.

After Picture

- Go into a more detailed description of the outcomes you're promising, the **Transformation** that your offer delivers.
- Show or tell them the after picture that other people like them have achieved through your offer, using your past customers' success stories as further **Proof** that it's attainable.

Price

- By this point, some people may already be asking via the questions box, "Where can I sign up for this? How much does it cost?" (And if they are, feel free to read that out as extra social Proof!)
- Tell the audience that you'll share the price with them in a moment, but first you'd like to hear from them. Ask them to type in what they think is a fair price for your offer.
- Assure them that this isn't a trick question, and the actual price is written on the next slide so you're not going to change it based on what they say here.
- Read out some of the answers that are at or above the actual price point of your offer.
- Finally, reveal the price of your offer.
- Justify the price: if it's low, why is that? If it's high, why?
- Now explain your guarantee and how it reduces or removes risk.



- Outline the potential cost of *not* accepting your offer.
- Outline the value of what they'll gain from your offer.
- Describe any bonuses that are included in the price.

Call to Action

- Give them the link to buy your offer.
- Ask them to confirm that the link you just gave them works, by clicking on it and typing into the questions box.
- Briefly outline the purchase process step-by-step so that they know what to expect.
- If you're offering a "fast action bonus" for people who buy your offer during the webinar, or within a certain time window, explain that now.
- Again, encourage them to take action and create the change they're looking for, even if they don't use your offer to do it.

Q&A

- Keep your sales link on the webinar screen during your Q&A session.
- Answer whatever questions come in, handling objections and explaining your answers in as much detail as necessary.
- Watch your sales happening in real time if possible, and say "Congratulations and welcome to..." each new customer by name as they sign up. This adds more Proof as well as making a nice welcome for your new customers!
- At the end of your Q&A, tell your audience that if they've stuck around this long and paid attention to the whole webinar, then they're obviously interested in solving this problem and achieving the promised **Transformation**. Encourage



them one more time to take action towards making a change, even if that doesn't involve you or your offer.

- Finally, close the webinar by thanking your audience for their time and attention.