


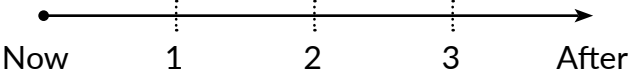


# THE 1-PAGE WEBINAR TEMPLATE

PREPARE

1 FEARS & FRUSTRATION	DESIRES	2 THE PROMISE	3 OBJECTIONS & SKEPTICISM	4 BENEFITS
				

PRESENT

1 CONFIRMATION	3 WHY YOU?	5 STRETCH THE GAP	
<ul style="list-style-type: none"> <li>• Right place</li> <li>• Us vs. them</li> <li>• Right time</li> <li>• The promise</li> <li>• Seed</li> </ul>	<ul style="list-style-type: none"> <li>• Credibility, journey, discovery</li> </ul>	 <span style="margin: 0 20px;">→</span> 	<p style="text-align: center;">Paint the dream <span style="margin-left: 100px;">Show the way</span></p>
2 BOND + BREAK	4 INSTALL NEW BELIEFS	6 SOLVE & CLOSE	
<ul style="list-style-type: none"> <li>• Fears / Frustrations</li> <li>• Desires</li> <li>• The Real Problem</li> </ul>	<div style="text-align: center;">  </div> <ul style="list-style-type: none"> <li>• 3-5 actionable steps that break old + build new</li> <li>• Proof</li> <li>• Overcome self-doubt</li> </ul>	<ul style="list-style-type: none"> <li>• Solution</li> <li>• Powerful promise</li> <li>• Build Value</li> <li>• No brainer offer</li> <li>• Reverse risk</li> </ul>	<ul style="list-style-type: none"> <li>• Reason why</li> <li>• Fork in road</li> <li>• Remind of results</li> <li>• Urgency</li> <li>• CTA</li> </ul>