MODULE

No. O1

THE WEBINAR PLANNING PHASE
THE GOLDEN RULES OF HIGH-CONVERTING PRESENTATIONS
What You Will Discover

- The Big Picture: Learn and Master the Core Elements That Go Into Every Massively Profitable Presentation
- The Webinar Creation Golden Rules
- The Dos and Don'ts When Creating Your Slide Deck
- Stellar Slides: Smart Design Strategies
Putting together a stellar webinar presentation takes strategy and creativity.

This training is about both.

The best way for me to help you find your style is to show you some examples!
01

THE WEBINAR CREATION GOLDEN RULES
These Golden Rules will help you navigate the twists and turns of creating a webinar presentation that converts like crazy.
YOUR WEBINAR IS YOUR BRIDGE BETWEEN YOUR POTENTIAL CUSTOMERS AND YOUR PAID PRODUCT.
A BRIDGE IS NOT ONLY A WAY TO GET FROM ONE END TO THE OTHER, BUT IT’S ALSO THE SUPPORT ON YOUR WAY TO THE OTHER SIDE.
MAKE A STELLAR FIRST IMPRESSION
THE TITLE SLIDE MATTERS
How to Create your first 5-FIGURE WEBINAR IN 30 Days EVEN IF YOU DON’T YET HAVE A LIST!

WITH

Amy Porterfield

WE WILL BE STARTING IN: 14:59
How to Build
A MARKETING SYSTEM
USING FACEBOOK
That Will Find Your Target Market, Grow Your Email List, and Make MORE SALES

With
AMY PORTERFIELD
10 WAYS TO KNOW IF B-SCHOOL IS RIGHT FOR YOU

WITH AMY PORTERFIELD
REMEMBER THE 80/20 RULE
80% PURE CONTENT
20% PROMOTION
YOUR ULTIMATE GOAL IS TO DELIVER
ON YOUR PROMISE
02

THE DOS AND DONT'S
AVOID “DEATH BY BULLETS”
DON’T STACK BULLETS
USE IMAGES INSTEAD
DON’T STAY ON ONE SLIDE TOO LONG
CHANGE SLIDES EVERY 45-60 SECONDS
USE YOUR SLIDES TO PUNCTUATE
DON’T READ EACH SLIDE WORD FOR WORD
DON’T BE BORING
EDUCATE, ENTERTAIN, AND EMPOWER
DON’T OVERUSE ANIMATION AND BUILDS
TOO MANY BUILDS CAN GET BORING FAST
03

STELLAR SLIDES: SMART DESIGN STRATEGIES
Illustrate with images
My Family
Here's what to do now:

STEP 1: Before I send out your next strategy email, I want to hear from you.

If you started generating an extra $5,000 a month from Facebook, what would the additional revenue do for you? Would you take your family on a much needed vacation? Would you hire that VA you've been desperately needing? Maybe you would use it to finally finish up that program you've been creating. I want to hear your thoughts!

Click here and post your comment on my Facebook page. I will read every single response.

STEP 2: Look for my next email on Tuesday, 4/1. It's time to make this actionable so I am going show you how to create a Facebook marketing plan that generates real results.

If you are still with me here, you are open to the possibility of shifting your mindset and approaching Facebook in an entirely new way. You are well on your way to making Facebook work for you and I am looking forward to hearing about your big wins. Let's do this!

All my best,
- Amy

PS: Right now, click here and tell me what you would do if you were generating an extra $5,000 a month on Facebook. Anything goes, so don't hold back!
MIX UP YOUR Style
<table>
<thead>
<tr>
<th>Lead Capture Page Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEAD CAPTURE PAGE HEADLINE AND SUB-HEADLINE</td>
</tr>
<tr>
<td>LEAD CAPTURE PAGE BENIFITS AND ADDITIONAL DETAILS</td>
</tr>
<tr>
<td>LEAD CAPTURE PAGE BUTTON TEXT</td>
</tr>
<tr>
<td>NOTES ABOUT OUR LEAD MAGNET FLOW</td>
</tr>
</tbody>
</table>

FACEBOOK MARKETING PLAN
“The definition of insanity is doing the same thing over and over again and expecting different results.”

—Albert Einstein
Alliance of International Aromatherapist’s
Lifetime Achievement Award
How long have you been considering Aromatherapy Certification?

www.aromahead.com

<table>
<thead>
<tr>
<th>Duration</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Just the last few weeks</td>
<td>622</td>
</tr>
<tr>
<td>For at least a year</td>
<td>781</td>
</tr>
<tr>
<td>For many years</td>
<td>578</td>
</tr>
</tbody>
</table>
How unified and motivated are your team?
Stylize WITH FONTS

COLORS

FONTS

TRUMP SOFT PRO BOLD
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TRUMP SOFT PRO REGULAR
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DIN 1451 REGULAR
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RODEGA SLAB 4F
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MUSEO SANS 500
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MUSEO SANS 900
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Good    Write a book.

Better  Write The Life Plan Manifesto.
DAY ONE
Believe in the Possibility

- Your limiting beliefs—and how they are keeping you stuck.
- The power of clarity and why it is more important than strategy or resources.
- Why you won’t get more of what you want until you are thankful for what you have.
4Retention Framework
Punctuate WITH PHRASES

INFLUENCE ENGAGE PERSUADE
GO FOR THE QUICK WIN
10 MINUTES = 6,884 OPT-INS

SIGN UP TO RECEIVE MY BRAND NEW FREE GUIDE, “THE PRODUCT MAXIMIZER” 4 SMART WAYS TO SELL MORE PRODUCTS ONLINE

The Product Maximizer Free Guide outlines some of the EASIEST sales growth strategies you can implement right away. Here’s what you will discover when you sign up to get it for FREE:

FIND YOUR TARGET MARKET
I’ll share with you the social media strategy the pros use to quickly discover LOADS of details about their target audience and use it to craft the perfect marketing messages to boost sales.

ADD EXTRA BUYING TIERS TO YOUR CURRENT PRODUCT OR SERVICE
Discover how to create NEW, unique offers with your existing products and services. No need to reinvent the wheel, you already have sales-generating opportunities hidden in your business right now. (Trust me on this one!)

USE YOUR BLOG TO SELL MORE
Did you know that your EXISTING blog posts can actually be selling more of your products right this minute? Find out how to use a SIMPLE Facebook ad strategy to put your blog articles to work for you!

CREATE A SIMPLE MARKETING SYSTEM TO GENERATE CONSISTENT REVENUE
I’m a sucker for a good, organized marketing system and that’s just what I’ve outlined for you in the final strategy. It’s not too techy, not too complicated, but it’s full of selling power.
WHY NOT YOU?
Capture with color

FREE WORKSHOP
How to Build
A MARKETING SYSTEM
USING FACEBOOK

sign up here
BRAND NEW FREE WORKSHOP!

How to Create your first 5-FIGURE WEBINAR IN 30 Days

Click to Sign Up
Promote WITH PURPOSE

MODULE

No 03

THE LIVE-WEBINAR PHASE
MODULE

№ 01

THE WEBINAR PLANNING PHASE
It will never be perfect.
Do not let your webinar slide creation delay the launch of your live webinar.
The slides are ALWAYS a work in progress.
The Profitable Webinars Rule

Your webinar creation may take up to a week from start to finish. Give yourself some time to leave it and come back to it after a few days with fresh eyes. It’s always a work in progress!
Decide on a slide template design.
If you need help, check out the Resources Page.
Webinars that CONVERT
with Amy Porterfield