MODULE

№ 01

THE WEBINAR PLANNING PHASE
THE WEBINAR CONTENT CREATION WORKSHOP
What You Will Discover

- The Big Picture: What’s Included in a Stellar Webinar Presentation
- Phase 1: The Promise
- Phase 2: The Path
- Phase 3: The Promotion
- Cheat Sheet: The Perfect Slide Deck Blueprint
One of the most important pieces of the entire system is the actual presentation.

Your slide deck dictates the flow, the richness and overall ease of your presentation, therefore it deserves your focus and attention.

The most important component of a slide presentation is the flow of the content. That’s what we will focus on most in this lesson.
PHASE 01
THE PROMISE
Your Promise is the hook - it entices your audience and grabs their attention.

Your Promise is always driven by the benefits.

It answers the question, “How is this going to help me?”

Irresistible, Relevant, and Actionable
01 SLIDE THEME: **YOU ARE IN THE RIGHT PLACE**
(MAKE THEM INSTANTLY FEEL AT EASE)

**You Are In The Right Place**
You currently sell (or plan to sell!) training products, digital courses, or coaching and consulting services online and you want to sell more.

**You Are In The Right Place**
You want to build a highly engaged email list of subscribers who hang on every value-soaked word that spills from your lips.

**You Are In The Right Place**
You've thought about creating a big profit generating webinar - and maybe you've even thought about putting that webinar on autopilot... to make money while you sleep.
SLIDE THEME: YOU ARE IN THE RIGHT PLACE
(MAKE THEM INSTANTLY FEEL AT EASE)

DOES THIS SOUND LIKE YOU?

- You were busier than ever this year, but you’re not sure what you really accomplished.
- You didn’t achieve your biggest goals. You’re disappointed in yourself. You wonder if goal-setting is worth the effort.
- You had a banner year, but you’re not sure you can do it again—you’re exhausted.

You’re in the right place

- You own a performing arts studio or have a business that works with students
- You’re doing well, but retention is a bit of an issue in your studio and you’d like to retain more students
- Whether you have a multi-venue studio or just starting out, you’ll learn some easy ways to retain more students
02 SLIDE THEME: TEASE A BONUS
(GIVE THEM A REASON TO STAY UNTIL THE END)
SLIDE THEME: WHAT YOU’LL LEARN
(SET EXPECTATIONS EARLY)

Here’s What You’ll Learn Today

- How to avoid ‘Yo-Yo’ Student Numbers & starting from scratch every year
- Why retention is the core of your studio and the true measure of your studio’s success...
- How to apply the “4R Retention Framework” to your studio to retain more students...
- How to engage your teachers and create a RETENTION ACTION PLAN for your studio

HOW TO MAKE AN EXTRA $5K A MONTH
SLIDE THEME: YOUR “A-HA” MOMENT
(TELL YOUR STORY WITH THEM IN MIND)
Slide Theme: Your “A-Ha” Moment
(Tell Your Story with Them in Mind)

I Became obsessed with Webinars

My Family
SLIDE THEME: YOUR “A-HA” MOMENT
(TELL YOUR STORY WITH THEM IN MIND)
SLIDE THEME: SOCIAL PROOF
(BUILD THE TRUST)

“If you only have time to follow one expert, HYATT IS OUR TOP PICK.”
- Forbes
Do I Mention My Product?

IT’S UP TO YOU IF YOU WANT TO MENTION THAT YOU WILL BE INTRODUCING A PRODUCT AT THE END OF YOUR WEBINAR. IT REALLY DEPENDS ON YOUR PREFERENCE, BUT ALSO THE FLOW AND YOUR ABILITY TO SEAMLESSLY TRANSITION.
PHASE 02

THE PATH
The Path is the content journey you will take your audience on to illustrate how they can get to the result you’ve promised.

The Path is full of examples, stories, tips, strategies, secrets and behind-the-scenes insights to create a clear picture of the possibilities.

This should be some of your best stuff!
‣ How does she feel right now?

‣ What’s the problem that is making her feel this way?

‣ How can you quickly solve this problem for her?

‣ What does she need to believe before she can feel confident buying from you?

‣ What will make buying for her a no-brainer decision?

‣ How do you want her to feel right before she decides to buy?
SLIDE THEME: **STEPS, STRATEGIES & SECRETS**
(GUIDE THEM WITH EASE)
SLIDE THEME: ENGAGEMENT
(ALWAYS WORK AT KEEPING THEIR FULL ATTENTION)

Write this down

“By focusing on retention, you are securing the future of your studio.”

Take Action

Type the words “I’ll Do It!” in the dashboard right now if you’re excited to create a SIMPLE social media sales funnel that really works!
SLIDE THEME: INSPIRATION
(GET THEM FEELING EXCITED AND INSPIRED)

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

—Albert Einstein

It’s Your Time
SLIDE THEME: **CASE STUDIES**
(LET THEM SEE THEMSELVES IN YOUR STUDENTS’ SUCCESS)

**STEVE CHOU**
My Wife Quit Her Job

“After learning how to do webinars from Amy, I made over $60,000 in my FIRST webinar. My second webinar yielded over $30k with an ad spend of only $857! Amy really knows her stuff and her strategies truly work. I was shocked and amazed!”

CHRISTY LARGENT
Launched new career

RAY EDWARDS
Paid off $103,012

MADISON KANNA
Completed a novel
PHASE 03 THE PROMOTION
The Promotion Phase is where you will sell your paid program, product or service.

It is just as important as the first and second phase.

Do NOT speed through this phase!

There are surefire ways to sell with integrity, heart and confidence. I'll show you how.
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SLIDE THEME: **WHY DID YOU SHOW UP?**
(REMIND THEM WHY THEY ARE HERE)

**WHY YOU ATTENDED THIS WEBINAR?**
- You want to live a life that matters and reach your potential.
- But, there is just too much to do, and too little time. The important things are falling through the cracks.
- You know they are capable of more, but it feels like time is running out.

**WHY DID YOU SHOW UP TODAY?**
- You know you need a social media plan, but you don't know what you need to do to get things started.
- You’re frustrated with Facebook BUT you’re still holding out HOPE that it’ll start to work for you.
- You just want to be told WHAT to do and HOW to do it to see real results on Facebook and other social media sites (more fans, more leads and more sales).
SLIDE THEME: **THE OBVIOUS QUESTION**
(ACKNOWLEDGE WHAT THEY ARE ALREADY THINKING)

*The Obvious Question...*

**HOW DO I MAKE ALL OF THIS WORK SO I CAN GET THINGS UP AND RUNNING QUICKLY?**
SLIDE THEME: **YOU’VE GOT TWO OPTIONS**
*(THE COMPLICATED WAY VS MY WAY)*

- **Options**
  - **COMPLICATED & CONFUSING**
  - **SIMPLE & STRATEGIC**
SLIDE THEME: INTRODUCING . . .
(SHOW YOUR PROGRAM TITLE OR ACTUAL PRODUCT)
The Profit Lab is the Absolute FASTEST Way to Gain BIG Results In Your Business While Getting Clarity and Focus.

THE COMPLETE A-Z BLUEPRINT FOR CREATING AND DELIVERING A HIGH-CONVERTING WEBINAR SYSTEM THAT FLOODS YOUR LIST FULL OF RAVING FANS, BUILDS MASSIVE TRUST AND VALUE, AND QUICKLY PUTS YOUR SCALED-UP PROFITS ON AUTOPilot.
SLIDE THEME: **WHAT YOU GET**
(PRESENT YOUR PRODUCT SPECIFICS IN AN APPEALING WAY)

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**What you get..**

- Step-by-Step Comprehensive Retention Plan
- Done-For-You Video-based Training
- Complete Studio Director Retention Strategy
- Online Training Portal with everything you need in one place
- BONUS ‘Done-For-You Teacher Training & Studio Director Printable PDF Handbooks’
- BONUS ‘MP3’s + Complete Transcripts’
- MAJOR BONUS ‘LIFETIME Studio License’
- PLUS the chance to have Chantelle create a customised Retention Plan for your studio and PERSONALLY train your team!

Go to: www.studioexpansion.com/go
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.
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SLIDE THEME: WHAT YOU GET
(PRESENT YOUR PRODUCT SPECIFICS IN AN APPEALING WAY)

- The only goal-setting course you will ever need.
- Designed to guide you through the process of designing your best year ever.
- Takes just 30-45 minutes a day—or one half-day session.
- Gives you the clarity, courage, and commitment to finally achieve your biggest dreams.
15 SLIDE THEME: **WHAT YOU GET**  
(PRESENT YOUR PRODUCT SPECIFICS IN AN APPEALING WAY)

**WHAT YOU WILL GET**
- The Complete Webinar System Planner
- All the trainings are available NOW
- 100% Online
- 20+ Training Videos
- 10+ Cheat Sheets and Checklists
- Members Only Private Facebook Group

**WHAT YOU WILL CREATE**
- Unique Advantage in Your Business by Choosing an Irresistible Webinar Topic
- Hook Your Prospects with a High-Converting Registration Page
- Effortlessly Fill Your Seats with Paid and Viral Traffic
- Generate Insatiable Desire With an Engaging Strategy That Boosts Your Live Attendance
- Maximize Conversions (and Seal Your Leaks) with a Sticky Follow Up Sequence After Your Webinar
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SLIDE THEME: **WHAT IT COSTS**
(CLEARLY STATE THEIR BUYING OPTIONS)

Your Investment

$497
(or 3 Installments of $197)

**EARLY BIRD SPECIAL**
OFFER ENDS DECEMBER 18, 2014

$147
INDEPENDENT STUDY EDITION

$347
VIP COURSE EDITION

bestyearever.me/amyp
SLIDE THEME: **THE LIVE LINK**
(SHOW THEM WHERE TO GO WITHOUT DISTRACTIONS)

Go To: www.studioexpansion.com/go

www.amyporterfield.com/join
SLIDE THEME: THE GUARANTEE
(SHOW THEM THERE ARE NO RISKS INVOLVED)

There is a 30 Day 100% Risk Free Guarantee

Go To: studioexpansion.com/go

IF YOU DO THE WORK, SHOW ME YOUR RESULTS, AND YOU'RE STILL NOT SATISFIED, I’LL GLADLY GIVE YOU A REFUND.
SLIDE THEME: TOTAL VALUE
(SUM IT UP ONE LAST TIME)

MAJOR SAVING

The Retention Solution is the COMPLETE PLAN for you and your teachers to improve your retention AND create a mile-long waiting list for your classes!

$497
$297

Charged in USD. GST applicable for Australians.

Summer Special!

NOW

At $297, even if it helps you retain just ONE student, it’s paid for itself.

Right now, go to:
www.studioexpansion.com/go
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Slide Theme: **TOTAL VALUE**
(SUM IT UP ONE LAST TIME)

**Total Value $4,893**

- The FULL Webinars That Convert Training Course ($2,997 VALUE)
- BONUS #1 - Instant Access to the Members Only Webinars That Convert Facebook Group ($597 VALUE)
- BONUS #2 - "10 Irresistible Webinar Topics That Are Sure to Boost Sign Ups" ($397 VALUE)
- FAST ACTION BONUS: The Fill-Up Formula ($497 VALUE)

**The Whole Package**
$149.95 Value FREE

- 25% OFF
- WHOLESALE MEMBERSHIP
- WITH MARY CHAPMAN
- FREE ESSENTIAL OIL CONSULTATION
- $20
- $10
- MODERN ESSENTIALS RESOURCES BOOK
- $24.99
SLIDE THEME: WHAT HAPPENS NEXT
(WALK THEM THROUGH UNTIL THE END)

HERE’S WHAT WILL HAPPEN
Next

FINAL Step

amyporterfield.com/join

amyporterfield.com/join
SLIDE THEME: THE FINAL SLIDE
(CREATE URGENCY AND BUILD TRUST)
"Amy's Profit Lab gets you results. By the end of the course I had more than 1,800 fans, and grew my email list by 500%!"

- Laura Vermont, Australia

"Amy is a masterful teacher. So generous with her info and resources, and very organized delivery."

- Karen McMillan, New York

"I've gotten lots of new fans and made lots of $$$$ on Facebook since studying with Amy."

- Scott Colby, Colorado

"Amy is an exceptional teacher with exceptional support materials. This is the first online course that I completed and got results!"

- Charlotte Denny Henley, South Dakota

Have QUESTIONS?
Call our dedicated voicemail line and we will personally return your call promptly!
(800) 571-4197
or email us at profitlab@amyporterfield.com

amyporterfield.com/join
Jump Start Your FB Marketing - Here’s What You Get:

4 Action-Focused “Step-By-Step” Training Modules
- How to Set Up Your Business on Facebook to Instantly Boost Your Brand
- How to Create Content That Attracts Likes, Comments, Shares and Clicks
- Easy to Implement Strategies to Turn Your Fans Into Email Subscribers
- How to Effortlessly Craft Promotions on Facebook to Quickly Boost Your Sales

PLUS!

Extra Support Materials
- Value-Packed Cheat Sheets, Checklists and Guides
- Transcripts For Each Training Video
- A Full Year of Access with Free Updates
- Private Facebook Group Support

Fast-Action Bonus Ends In:

1 4 5 9

Normally $197
Special Only $97

www.amyporterfield.com/jumpstart

Questions or trouble ordering? Email us at support@amyporterfield.com
First 10 Go In Draw to Win
A Customised Retention Plan
Created by Chantelle!

“I would highly recommend any studio owner connect with Studio Expansion. Overall excellent service information and support.”
- Wendy Brennand, Wendy’s Music

“I cannot recommend Chantelle highly enough in both integrity and an acute business sense. She is hugely enthusiastic, supportive and innovative.”
- Kevin Clifford, Kids Up Front

“Just wanted to say how happy I am with Studio Expansion. Every part of your material is practical and can be implemented straight away.”
- Mark Wilcox, Village Guitar

“We had a massive 185 people come to our classes – all my hard work has paid off! Thank you for your help and motivation! It’s been fantastic.”
- Kristy Stephen, Woy Woy Physical Culture

Go to:
www.studioexpansion.com/sep
From your webinar, you need to send your audience to a page where they can buy. It can be a sales page or an order form. Let’s talk about both . . .
A Sales Page is going to help you sell more. No doubt about it!

For a tight budget, LeadPages has some nice sales page templates so you don't have to pay a designer and a programmer.

However, an order form is much easier.

If you are going to send traffic to an order form, you might want to consider making it custom. This is a more advanced strategy, but I wanted to give you options!
## Secure Order Form

### 1. Payment Options

- **One-time Payment**: $877 for full access and one-on-one coaching.
- **36 monthly payments of $37**

### 2. Contact Info

- **First Name**: [Input]
- **Last Name**: [Input]
- **Email**: [Input]
- **Phone**: [Input]

### 3. Order Details

- **Address**: [Input]
- **City**: [Input]
- **State**: [Input]
- **Zip**: [Input]

### 4. Payment Information

- **Card Number**: [Input]
- **Card Type**: [Input]
- **Expiration Date**: [Input]
- **CVV Code**: [Input]

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**Terms & Conditions**

By提交 this form, you acknowledge and agree to our [Terms & Conditions](#). Failure to comply may result in a [Refund Policy](#).
THE PERFECT SLIDE DECK
BLUEPRINT
WHERE YOU MIGHT GET STUCK

Your slide deck does not need to be professionally designed. If you don’t have the budget or time for that, save that step for a future webinar. We are not looking for perfect here! The FLOW is more important than the look of it!
Let’s get going on your slide deck!
This is the fun part, so enjoy the process!
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