

# THE WINNING WEBINAR OUTLINE THAT CONVERTS

## 1 WELCOME

- ☐ Welcome
- ☐ Greet your guests and say hello
- ☐ Say your name and the name of the webinar
- ☐ Housekeeping
- ☐ How to use chat features, audio, length of time for the upcoming session, etc.
- ☐ Engage
- ☐ Ask them to say "hello" in the chat and have them tell you where they are listening in from
- ☐ Ask an engaging question that pertains to the title of the webinar. i.e. "What's your biggest challenge with losing weight?" or "What's your biggest challenge with regards to growing a business?"

## 2 INTRODUCTION

- ☐ Qualify Your Guests
- ☐ Remind attendees of the "pain" that brought them to the webinar by including 3-5 bullet points in on the "This webinar is for you if ..." slide
- ☐ Tell them what will be covered on the webinar
- ☐ A few words about you
- ☐ The content you will reveal
- ☐ The limited time special offer
- ☐ The super-duper important tip

## 3 CONTENT

- ☐ Deliver the Content
- ☐ Is it high-value?
- ☐ Is it actionable?
- ☐ Will it deliver "aha" moments?
- ☐ Transition to the Offer
- ☐ "I know you are excited to hear \_\_\_\_\_ (insert the super-duper tip.)"
- ☐ "... but I want to make sure that those who are ready to continue their education hear about the limited time special offer I have available today."
- ☐ Insert NEW pain points -- you've already solved their initial pain, why do they need to get the special offer?

### A few possible NEW pain points:

- ☐ They may not have ALL of the information they need to take action. They need information on all of the other moving parts.
- ☐ They may need your support in taking action.
- ☐ They may want you to do it for them.

## 4 OFFER

- ☐ Is It Irresistible?
- ☐ High-value
- ☐ Additional bonuses - can you add a Fast Action Bonus so people take action during the webinar?
- ☐ Is there a time limit?
- ☐ Does it make you think, "They'd be crazy not to get this?"
- ☐ Are you excited about the offer? Have you sold yourself?

## 5 CLOSE

- ☐ Give the super-duper tip.
- ☐ Do a recap of all of your major points.
- ☐ Remind them of the offer (and the Fast Action Bonus if applicable.)
- ☐ Call out names of people who have already purchased (if this is a feel-good for you.)

## 6 AFTER CLOSE

- ☐ Stay to ask questions (if you desire.)
- ☐ Continue to call out the special offer and invite people to participate.

### ABOUT DANA WILDE

Dana Wilde is the bestselling author of Train Your Brain, grew her business from ZERO to a MILLION dollars in just 19 months and now she teaches others how to do the same.

