

O²marketing.

Ultimate Live Webinar Playbook for Coaches & Course Creators

15 POINT CHECKLIST WITH TESTED & PROVEN SEQUENCE FOR LIVE WEBINARS

SALES MAGNET: LIVE WEBINAR BLUEPRINT FOR

**COACHES
COURSE CREATORS
SERVICE PROVIDERS**



O² marketing. | Gaurabh Bhartari

Hello, I'm Gaurabh Bhartari, a marketing strategist, Facebook ads expert, and a Funnel designer.

I have created this Live Webinar checklist and sequence that converts after working with coaches & course creators around the globe.
So yes, it's proven & tested.

You can tweak things/sequence a bit here and there. But to get the most out of your efforts, make sure to be honest, helpful, and engaging.

Myth:

It's a common misconception that the presenter and delivery style matter little in a webinar. What truly counts is the information being conveyed.

“B.S”

You need to be presentable, fresh, and energetic. This will definitely improve your delivery style and presentation and help you get more conversions.

Tips:

- **Be presentable**
- **To be more relatable**, have some tea, coffee, coke / Red Bull, or just a water bottle.

You can have anything to drink except beer. Lol.

Keep drinking in between. This will make you more relatable and cool. (Yes, it is important)

- **Use Tonality:** Don't be monotonous. Take Pauses for pattern disruption.
- **Stop reading your slides** - Make them interactive, and don't read them like a newspaper.
- **Loose open loops** - Don't try to teach everything to them at once. Have some open loops that you can close in the end while pitching.
- **Keep adding things in between for authority building** -

Have you noticed webinar speakers doing this -

Press “1” Or Type “Yes” in the chat box.

Give me a “Yes”, give me a “Thumbs up”, show me your face, and open your camera.

Keep doing this and get the audience to say “YES” multiple times. The “YES” sets a psychological process for the audience to move in the affirmative direction.

It improves the chances of them buying your Offer in the end.

- **Call out and engage:** Call out as many names as you can so - It builds familiarity.

Connect with your audience and chat with them. Be a bit more casual in between. It should look natural, not something pre-planned.

1. Title - Hook

What is the webinar all about? What are you going to teach them or educate them about?

Give them a bold promise and then support it.

Tip: Say something controversial that might challenge their usual thinking or beliefs.

- **Use Both Audio and Visual Hooks:**

Start with something that catches both the eyes and ears of your viewers. Don't show your logo or business name at the start – you don't want them to think it's just another sales pitch.

- **Outline what attendees will learn:** Outline what you will cover in the webinar. Tell them in bullet points.
- **Set expectations for the webinar.**
- Ask them to Turn off distractions, have a pen and paper, and make notes. Then, Give them some rules, etc., to build authority.

2. Rapport building:

Share your 2-3 results quickly; don't deep-dive into the details here. Or tell them if you work with any famous person, etc. Share something to support your claims or Hook. Why they should listen to you? You can also share clients' results here.

3. Qualify Your Audience:

Who is this for?

Who is this "NOT" for? (Be very specific about who it's NOT for, but don't be unethical - like not for specific race, color, etc.) Make it about their current status and how they want to achieve or how big they want to achieve.

- **Ask for Commitment -**

For example - They are not just learning but implementing and taking action.

- **Authenticity -** Tell them it's not a gimmick, or they have to put in the effort to do this.

Also, be transparent here and give them an open loop where you will tell them how you guys can work together at the end of this webinar.

4. Story:

Introduce yourself. - Establish credibility and authority.

Who are you?

Crisp and give only relevant info.

You can be a bit funny or maybe touch a bit on the emotional side.

Let's say you are a dog lover. Show them your dog, but this should be spontaneous. Don't read it like a script or something preplanned.

What were you doing before this?

Your journey to discovering yourself in your niche.

How did you start? What were you doing before your success? What was your life like? Share your epiphany moment.

What did you experience, and how & what new opportunity did you discover? There's usually that one moment we all have to make a choice that changes our life. What was your moment of discovery that led you down your new path? What was the trigger that caused you to look for something else? Why did you start?

When did you start?

What has your journey to success been like - Talk about the moment you had to make a tough call/decision; you chose to take a risk, etc.. and succeed.

What challenges did you face? Talk about the hurdles.

How did you overcome them? Share your strategies and experiences.

Share some of the mistakes you made along the way

Share some of your wins along the way that kept you going

What systems or people helped you along the way? Share how you get help so your prospects recognize that it's perfectly normal to get help. Talk about your mentors, etc..

Then, smartly present some case studies related to the relevant point you just made or are trying to make.

Why Are You Different? Explain what sets you apart from others in your field. What makes your approach unique?

Your 'Why': Share your deeper purpose. What drives you? What is your future-based cause? Why are you so passionate about helping others?

5. Big opportunity:

Use Stats and proof that this is a HUGE opportunity. Tell them how whatever you do is a big opportunity with a brighter future. Talk about why it's a massive opportunity
Get them to agree it's a great opportunity
Maybe 1-2 purpose-driven testimonials if it makes sense...

- **Give them a future-based cause. What is your why? Why are you different?**

6. Content

Teach them whatever you want to.

Make sure to add these 3 secrets to your content or try to connect them to your content.

- **3 secrets:** You have to have great titles with a great explanation (challenge + proof) that promote the offer.

The 3 Big Secrets -

- **The one thing** Bust a common misconception here about your Industry

Story: Share a story or case study that illustrates the secret.

Transition: Bridge the story to the secret and then into the next secret.

- **Internal limiting beliefs:** What stops people internally?

Story: Share a story or case study that illustrates the secret.

Transition: Bridge the story to the secret and then into the next secret.

- **External limiting beliefs:** outside force What other people think about is stopping you from doing something.

Story: Share a story or case study that illustrates the secret.

Transition to Pitch: Start transitioning towards your sales pitch, revealing that you've formulated a system or product to help them implement these secrets more easily or quickly.

7. Make your offer: Give them a new opportunity.

When you are given a new opportunity, you give them a new dream to move."

The grass is always green on the other side. "Instead of convincing people that their grass is greener, offering to fix it, Offer them the opportunity to follow you on the other side with the new opportunity.

Stop trying to make existing things better. Focus on fresh, exciting, and new ideas."

Now you start giving them AHA moments -

- **1st Important thing that you teach**

Connect it back to the offer - "How many of you would love this or that for free?"

- **2nd Important thing that you teach**

Connect it back to the offer - "How many of you would love this or that for free?"

- **3rd Important thing that you teach**

Connect it back to the offer - "How many of you would love this or that for free?"

8. Bridge content to the offer.

How what you have just taught them is just a little of what's there to learn (Start building a stage for your final offer)

9. Connect it back to the offer -

Multiple Student Result Proofs (Purpose Driven, Connect These testimonials to the secrets you have just shared.)

10. Find out the common enemy -

Why can they not achieve what they want to? Tell them whose fault it is.

Throw stones at the common enemy. Blame the common enemy. Tell them it's not their fault that they haven't succeeded.

Blame the outdated methods they have been taught, blame the lack of proper guidance or the misleading information available out there in your industry.

11. Rapid Growth

Show them how fast you or any client of yours progressed once he realized the truth.

12. Pitch

3 choices: Tell them that they have 3 choices.

Walk away with what you've learned and do nothing

Go take some action and DIY (emphasize the pain of this route);

Or join my program, use my shortcuts, and actually have success

- **Seek permission to discuss the offer and get watchers to interact**

- **Talk about the offer**

Who here agrees that something like this or this would help?"

- **Pitch the core offer (3-5 elements)**

- **Value anchoring:** Compare the program to another program (e.g., a yoga class at home vs. expensive gym memberships).

- **Social proof/ testimonials:** Couple Student Result Proofs - Tie these to show the immense VALUE of the program

- **Price Reveal:** Be transparent about the program's development and how much it should have been priced.

- **Pause and really build it up:** Get the audience to engage
- **Tease that more is coming**
- **Show the summary of the offer**
- **Value Stack** (Course content with bonuses - Tie monetary value to each)
- **Multiple Student Result Proofs** (Purpose-driven, tie them to the particular feature or bonus of the offer you're talking about)
- **Urgency** -. A one-time offer discount (Now time to tell them the real Price)

Encourage attendees to take action now.

13. Time to sell

Provide clear instructions on how to purchase the offer.

- **Multiple Student Result Proofs** (Purpose-driven, tie them to the particular feature of the offer you're talking about)
- **While the timer is going down, Talk about the program**
- **Really push the guarantee and the offer** (Don't give crazy and gimmick guarantees just be authentic)
- **Ask them if they have any doubts:**
- **Address common objections or concerns.**
- **Reiterate the offer's benefits and value proposition.**
- **When the timer hits 0, ask who's still working on the purchase**
- **Reverse psychology** -Start telling them that the program probably isn't for you if you are....

- **Ask them: What excuses hold them back**

Money?

Time?

Product specific objection

Learn to say no to someone who is not sure about buying it, and don't try to sell them anyway

14. Do this when you are giving them time to make the purchase:

- **Recap the main points of the webinar.**
- **Remind attendees of the offer and its benefits.**
- **Encourage final action before closing the webinar.**
- **Show more Student Success**
- **Q&A - both a premade list and live questions that come in**

15. Give them one last chance and then Close it up

About

Gaurabh Bhartari

Marketing Strategist | Facebook Ads | Funnel Designing | Instagram Marketing Expert



Hello, I'm Gaurabh Bhartari, a marketing strategist specializing in helping coaches, course creators, and service-based businesses build their brands, attract customers, and increase sales.

I focus on using Facebook Ads, Instagram Marketing, and Funnel Design to drive business growth.

Marketing is my passion. I found it interesting, attractive, and creative as it is the domain where I can apply my knowledge and experience to build brands.

According to me, I have the most exciting and dynamic job profile. Brand building!

My DFY services

[Facebook Ads services](#) | [Funnel Designing services](#)