

Webinar slide deck template

- Title/hook
- What to expect
- Turn off distractions
- 1-3 slides - Your results - macro level
- 3-5 - Student Results
- Who is this for?
- Who is this NOT for? (Be very specific who it's NOT for....compliance)
- *Commitment round - agreements: 1,2,3 (open mind, take action, acknowledge the investment at the end - be transparent)*
- Reality Check - Let's be real...
- 40,000 Overview - include a diagram
 - Quickly introduce your USP and what's unique about your approach (as you show the diagram)
- *More Proof Shots of Your Success*
- *More Student Result Proofs*
- Talk about why it's a massive opportunity and the brief history of this industry
- Use Stats and proof that the industry is a HUGE opportunity
- Get them to agree it's a great opportunity
- *Maybe 1-2 blended purpose driven testimonials if it makes sense...*
- 3 secrets - gotta have great titles with a great explanation (challenge + proof), that stack towards the offer and give 3 AHAs (they get the what/why, but not the how), tease the program after each secret
 - Secret #1 - Make sure there is a huge AHA
 - Connect it back to offer - "How many of you would love this or that for free?"
 - *Multiple Student Result Proofs (Purpose Driven, Connect These testimonials to Secret #1)*
 - Secret #2 - Make sure there is a huge AHA
 - Connect it back to offer - "How many of you would love this or that for free?"
 - *Multiple Student Result Proofs (Purpose Driven, Connect These testimonials to Secret #2)*
 - Secret #3 - Make sure there is a huge AHA
 - Connect it back to offer - "How many of you would love this or that for free?"
 - *Multiple Student Result Proofs (Purpose Driven, Connect These testimonials to Secret #3)*
- Recap opportunity,
 - Model
 - Proof
 - 3 Secrets
- *More Proof Shots of Your Success*
- *Multiple Student Result Proofs*
- 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

- Introduce The Offer
- 40,000 view of the program
- Warm Up The Offer, Macro Level - “Who here agrees that something like this or this would help?”
- Break the program down into 7 parts:
 - Pitch the core offer (3-5 elements)
 - *Multiple Student Result Proofs (Purpose driven, tie them to the particular feature of the offer you’re talking about)*
 - Value anchoring - compare the program to another program (college, start a biz, etc)
 - *Couple Student Result Proofs - Tie these to show the immense VALUE of the program*
 - Be transparent about the building of the program, how much it SHOULD have been priced, but then lower the price (7k, 5k, 2.5k, 1997)
 - Price Reveal
 - Pause and really build it up, get audience to engage
 - Tease that more is coming
 - Show the summary of the offer
 - Money back guarantee
 - Bonus Stack (5-7 bonuses, 3-5 slides per bonus)
 - *Multiple Student Result Proofs (Purpose driven, tie them to the particular feature or bonus of the offer you’re talking about)*
 - Push off the fence - 10 minute timer Extension (stretch-out)
 - Golden Goose Bonus - KILLER bonus.
 - *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
- Highlight YOUR Success
- Show more Student success,
- When the timer hits 0, ask who’s still working on the purchase
- Reverse psychology - program probably isn’t for you
- Show more Student success,
- Q&A - both a premade list and live questions that come in
- Pitch/ Q&A until there’s no sales for 5 minutes
- Close it up

MACRO:

1. Introduction 5- 10 Mins
2. Story - 10 - 15 Mins
3. Content - 20-30 Mins
4. Transition - 3-5 Mins
5. Pitch
 - a. Part 1 (CTA): 15-20 Mins
 - b. Part 2: Infinite