



Step One: Platform

We recommend Go To Webinar because there are many features that make this service the ultimate platform. It integrates well with most systems and it's a very reliable webinar platform.

- Features:
- Email automation
- Custom branding
- Practice sessions
- Audience interactions
- Create downloadable handouts
- Mobile support
- Recording capabilities
- Lead management
- Network security
- Audience interaction
- Analytics

Step Two: Presentation Format

Below is a minute-to-minute out line of how you should go about structuring your presentation. This sequence was created based on people who have mastered webinars. People have made hundreds of thousands of dollars using this structure. If you follow this exact sequence you will win your customers over.

Part One: 5-10 Minutes - Meet and Greet

- Welcome everyone to the webinar
- Ask them to please turn off any distractions
- Engage with everyone by asking them where everyone is from around the world
- Start by making a BIG promise and reframe with that promise.
- Have steps. Example: "7 Steps to Sell Any Product Online". These steps must match the offer you're selling!
- Make sure that what your selling is congruent with the content you're teaching
- You want to convince people to stay and show them that this is worth their time
- Share the agenda of the call

Part Two: 5-15 Minutes - Your Story and Solution

- Talk about your story, who you are and what you do.
- Give social proof as to why you're an expert in this field
- Talk about your experience
- Talk with people about what you have accomplished in the past
- Talk about a struggle - agitate it with your story.
- Transition your story into your solution
- The solution is the one your product/service solves.

Part Three: 15-60 Minutes - Content

- The content must be super valuable!
- Don't just sell your product/service. Make sure you're adding value to their lives. This will help build trust with your audience.
- For each step that you teach, you must have case studies to back it up to show that you know what you're talking about.
- This will eliminate objections towards buying what you're selling.
- Make sure that your content matches your service

Part Four: The close

- Most people don't feel comfortable with this part.
- You want to transition to the close with a question.
- Ask everyone if they enjoyed the presentation (chances are they'll respond as you provided them with mind blowing value and knowledge!)
- Let them know they have two choices:
 1. The structured path
 2. The unstructured path
- The structured path is a sure way to success
- You let the experts do it for you
- The unstructured path is you do it yourself and go through the trial and error
- Then say: "If you want results fast, this is why we created our product/service"
- After you explain the paths, you introduce the product
- Talk about product/services benefits
- Use case studies/testimonials
- Ask your audience if they have any question and overcome objections
- Give your audience a guarantee (e.g. 60day or 30 day money back)
- Remove as much risk as possible from your viewers

- Give a price breakdown of what they'll receive
- Then use what is called a "Stack Close"
- Explain what it will normally cost
- Add bonuses and many free gifts
- Make the offer a "no-brainer"
- Add scarcity to create urgency. (E.g. Only available for a limited time for this price, with these bonuses or time)
- Answer objections and questions
- Highlight the benefits
- Congratulate and welcome new buyers!