

Webinar Script Outline (offer at end)

Intro

- Welcome
- Big Promise (what is the outcome of watching this webinar - answer WIIFM)
- Open Loop to end (and if you hangout to the end, I'm going to give you ...(more, exclusive access, etc) but no details on offer)

Setup

- Proof – what you're going to share works (and how you know that – qualify yourself)
- Problems – outline the key problems everyone is facing - normalize problem by admitting you faced it or everyone faces it. Reassure that a solution is available.

Content

- Solution 1 – break and rebuild their belief of problem with exercise or idea shifts
- Solution 2 – break and rebuild their belief of problem with exercise or idea shifts
- Solution 3 – break and rebuild their belief of problem with exercise or idea shifts

Context

- How these problems fit into and fix a piece of the bigger problem.
- Consequences/Cost of inaction
- Imagine... (life is like after problem solved)

Close

- Two choices –
 1. DIY (use this info to start making incremental changes on your own)
 2. Work with me and get support, see the change [time to outcome] + [reduce risk] (example: in the next 6 months, and if you don't [achieve goal/get value], I'll refund your money)
- Next step (as promised) – CTA (what to do and how to do it)
- Thanks and CTA again (possibly with scarcity)

NOTE: Q&A can come before or after the close but be sure to remind them of the CTA after the Q&A session. You can tease forward to the offer before the Q&A but only if Q&A time frame is short!