

TITLE SLIDE

WHAT DO YOU WANT TO ACHIEVE?

- ACTION TAKEAWAY #1
- ACTION TAKEAWAY #2
- ACTION TAKEAWAY #3

WHY YOU'RE IN THE PERFECT PLACE

- REINFORCE THEIR DECISION TO PARTICIPATE AND CONFIRM THIS IS THE BEST USE OF THEIR TIME BY:
- #1 HIGHLIGHTING YOUR POINT OF DIFFERENCE:
TELL THEM HOW THIS WEBINAR IS DIFFERENT FROM THE OTHERS
- #2 SALES PREP: LET THEM KNOW YOU WILL HAVE AN OFFER DURING THE WEBINAR
- #3: SWEET SPOT: GIVE THEM AN INCENTIVE TO STAY FOR THE WHOLE WEBINAR

IS THIS IS FOR YOU?

- THIS IS FOR YOU IF YOU'RE _____
- THIS IS FOR YOU IF YOU STRUGGLE WITH _____
- THIS IS FOR YOU IF YOU'RE ABSOLUTELY DONE WITH _____
- THIS IS FOR YOU IF YOU'RE SEEKING _____

(OPTIONAL) THIS IS NOT FOR YOU IF ...

- YOU HAVEN'T DEFINED YOUR AREA OF EXPERTISE
- YOU'RE BRAND NEW TO BUSINESS AND STILL SEARCHING FOR YOUR PURPOSE
- YOU'RE LOOKING FOR A MAGICAL FIX TO ALL YOUR MONEY PROBLEMS
- YOU'RE NOT WILLING TO PUT IN THE WORK TO IMPROVE YOUR SITUATION

MY PROMISE TO YOU IS THIS

- I WILL SHARE/DELIVER/PROVIDE _____
- I WILL SHARE/DELIVER/PROVIDE _____
- I WILL SHARE/DELIVER/PROVIDE _____
- I WILL GIVE YOU AS MUCH VALUABLE INFORMATION AS I POSSIBLY CAN IN THE NEXT **X** MINUTES

IN RETURN I ASK THAT YOU

- ELIMINATE ALL DISTRACTIONS AND GRAB A PEN AND PAPER TO TAKE NOTES
- YOU BE PRESENT FOR THE NEXT X MINUTES AND REALLY COMMIT TO CONSUMING THE STRATEGIES AND TIPS I SHARE WITH YOU
- STICK AROUND UNTIL THE VERY END TO QUALIFY FOR A FREE

DURING THIS TRAINING, YOU WILL DISCOVER:

- TOPIC HIGHLIGHT + PROOF
- TOPIC BLUNDERS/MISSTEPS/ROADBLOCKS
- YOUR PROCESS AND WHY IT WORKS
- COMMON MISTAKES MADE WHEN SEARCHING FOR THE “SOLUTION”

WHO AM I AND WHY SHOULD YOU LISTEN TO ME?

- SUPERPOWERS INTRO
- STREET CRED (I.E. HELPED 100 COACHES HIT SIX FIGURES)
- MAJOR REASON TO BELIEVE/TRUST YOUR EXPERTISE
- MAJOR CLIENT SUCCESS

TOPIC HIGHLIGHT + PROOF

- TOPIC OVERVIEW (PAIN, TRIUMPHS, STRUGGLES)
- FACT/PROOF #1
- FACT/PROOF #2
- FACT/PROOF #3

SO IS IT EVEN POSSIBLE TO
OVERCOME [INSERT
STRUGGLE]?

[FIRST NAME] DID IT

INSERT TESTIMONIAL #1/INDUSTRY SUCCESS STORY #1

[FIRST NAME] DID IT

INSERT TESTIMONIAL #2/INDUSTRY SUCCESS STORY #2

[FIRST NAME] DID IT

INSERT TESTIMONIAL #3/INDUSTRY SUCCESS STORY #3

SO WHY ISN'T EVERYBODY ELSE
GETTING RESULTS LIKE THIS?

BIGGEST BLUNDERS/MISSTEPS/ROADBLOCKS

- OUTCOME OF THE WRONG METHOD
- OUTCOME OF THE WRONG TOOLS
- OUTCOME OF THE WRONG RESOURCES
- OUTCOME OF WORKING WITH THE WRONG PEOPLE

BUT YOU DON'T HAVE TO RUN YOUR BUSINESS LIKE THIS ...

WEBINAR ACTIVITY IN PLACE OF SLIDE #16

HERE, YOU'LL RUN A QUICK ACTIVITY TO SHOW THE AUDIENCE THE GAPS IN WHERE THEY ARE AND WHERE THEY WANT TO BE AS IT PERTAINS TO WHAT YOU'RE OFFER.

FOR EXAMPLE, ONE OF THE ACTIVITIES I DO IS A LIVE ASSESSMENT WHERE I ASK QUESTIONS ABOUT CONVERSIONS AND ENGAGEMENT GAINED FROM THEIR EXISTING CONTENT. I HAVE THEM TALLY UP THEIR SCORES SO THEY CAN CLEARLY SEE THERE'S A GAP IN WHAT THEY'RE DOING AND WHAT THEY SHOULD BE DOING.

STARTING WITH THE NEXT SLIDE, I BRING IT FULL CIRCLE BY SHOWING HOW MY SERVICES CAN FILL THAT GAP.

YOUR PROCESS + WHY IT WORKS

I HAVE DEVELOPED A X-PART SYSTEM SO THAT YOU CAN [INSERT BIG OUTCOME] IN AS LITTLE AS [X WEEKS] EVEN IF YOU'VE TRIED TO DO IT ON YOUR OWN AND FAILED SEVERAL TIMES BEFORE

INTRODUCING NAME OF
THE PROCESS/SYSTEM

STEP #1

SUMMARIZE

CLIENT/PERSONAL SUCCESS SAMPLE

STEP #2

SUMMARIZE

CLIENT/PERSONAL SUCCESS SAMPLE

STEP #3

SUMMARIZE

CLIENT/PERSONAL SUCCESS SAMPLE

STEP #4

SUMMARIZE

CLIENT/PERSONAL SUCCESS SAMPLE

STEP #5

SUMMARIZE

CLIENT/PERSONAL SUCCESS SAMPLE

WITHOUT THIS SYSTEM/PROCESS, ALMOST ALL NEW _____ MAKE THESE COMMON MISTAKES

- MISTAKE #1 + PROOF
- MISTAKE #2 + PROOF
- MISTAKE #3 + PROOF

**BUT TODAY, I'M GIVING YOU A
CHANCE TO GET IT RIGHT THE
FIRST TIME**

**NO BLUNDERS. NO MISTAKES
AND NO MORE STRUGGLES
WITH _____.**

**SOUNDS INCREDIBLE,
RIGHT?**

NOW WHAT IF I TOLD YOU THERE WAS
A WAY TO [INSERT DESIRED OUTCOME]
WITHOUT THE TROUBLE OF _____ SO
YOU CAN FINALLY [INSERT DESIRED
GOAL] ONCE AND FOR ALL ...

WOULD YOU TAKE IT?

BECAUSE NOW YOU CAN AND YOU
DON'T HAVE TO SPEND A DIME
TO DO IT

BUT YOU WILL HAVE TO MEET A FEW
CRITERIA TO SHOW ME YOU'RE READY
TO [DESIRED OUTCOME] ...

YOU WILL QUALIFY FOR A CHANCE TO FINALLY [DESIRED OUTCOME] IF YOU ...

- CRITERIA #1
- CRITERIA #2
- CRITERIA #3
- CRITERIA #4

DO YOU QUALIFY?

**YESSS?! AWESOME, I HAVE
SOMETHING EXCITING IN
STORE FOR YOU ...**

YOU AND ME WILL SPEND X MINUTES
DEVELOPING A FAILPROOF STRATEGY
TO MAKE SURE YOU MEET YOUR
GOALS IN THE NEXT [INSERT LENGTH
OF TIME FOR PAID PROGRAM, I.E. 6
WEEKS]

GET YOUR [INSERT OFFER] OR
SCHEDULE YOUR FREE STRATEGY
SESSION NOW – AVAILABILITY IS
LIMITED

[INSERT LINK TO BOOK]

STEP INSIDE MY MILLION-DOLLAR BIZ BRAIN ...

- NO CLUE HOW TO [STRUGGLE #1]?
- DISCUSS HOW YOUR STRATEGY SESSION WILL HELP THEM OVERCOME STRUGGLE #1

STEP INSIDE MY MILLION-DOLLAR BIZ BRAIN ...

- NO CLUE HOW TO [STRUGGLE #2]?
- DISCUSS HOW YOUR STRATEGY SESSION WILL HELP THEM OVERCOME STRUGGLE #2

STEP INSIDE MY MILLION-DOLLAR BIZ BRAIN ...

- NO CLUE HOW TO [STRUGGLE #2]?
- DISCUSS HOW YOUR STRATEGY SESSION WILL HELP THEM OVERCOME STRUGGLE #3

TRUTH BOMB ...

YOU DON'T HAVE TO BE THE SMARTEST, MOST EXPERIENCED, MOST POPULAR, MOST EDUCATED OR EVEN THE MOST CONFIDENT PERSON TO ATTRACT YOUR DREAM CLIENTS

HERE'S WHY...

INSERT ALL-INCLUSIVE POINT ABOUT YOUR PROCESS/SYSTEM THAT
ALLOWS YOUR CLIENTS TO OVERCOME ALL INHIBITIONS, PAST
FAILURES, FEARS AND "SHORTCOMINGS"

BUT YOU DO ...

HAVE TO BE WILLING TO SHOW UP TO DO THE WORK

HAVE TO BE WILLING TO OPERATE FROM A PLACE OF INTEGRITY 100%
OF THE TIME

HAVE TO BE WILLING TO TAKE DAILY ACTION

AND NOT JUST ANY ACTION ... BUT THE ACTION THAT MAKES YOU,
YOUR CLIENTS DANCE HYSTERICALLY AROUND THE ROOM

AFTER YOUR FREE STRATEGY SESSION ...

YOU WILL NEVER AGAIN HAVE TO [DREADED TASK/UNDESIRE
OUTCOME #1]

YOU WILL NEVER AGAIN HAVE TO [DREADED TASK/UNDESIRE
OUTCOME #2]

AND YOU WILL NEVER AGAIN HAVE TO [DREADED TASK/UNDESIRE
OUTCOME #3]

SO YOU HAVE TWO CHOICES ...

CHOICE #1

KEEP TRYING TO FIGURE IT OUT
ALL ON YOUR OWN (AND ENDURE THE
STRUGGLES, MISHAPS AND MISTAKES
THAT COME ALONG WITH THIS
CHOICE)

CHOICE #2

SCHEDULE A NO-RISK STRATEGY CALL
AND WALK AWAY WITH A CLEAR
ACTION PLAN DETAILING EXACTLY
WHAT YOU NEED TO DO TO
TRANSFORM YOUR BUSINESS

THIS IS YOUR CHANCE ...

TO [DESIRED OUTCOME #1]

GET [DESIRED OUTCOME #2]

EXPERIENCE [DESIRED OUTCOME #3]

THE CHOICE IS YOURS ...

[ADD SCREEN TO BOOK CALL OR LINK
TO INVEST IN OFFER]