



AWS Webinar Plugin and Play Template

Open with: Statistic or Contrarian Viewpoint

My Contrarian or Statistic viewpoint to open webinar will be: _____

Start Webinar with face on screen: (Yes or No) (Face on screen is recommended)

Welcome to _____ (the name of your Webinar).

Did you know that _____. (Present Contrarian or Statistic viewpoint to your Attendees).

That is why during this webinar, I promise to teach you how to solve....

#1 Top market challenge: _____

#2 Top market challenge: _____

#3 Top market challenge: _____

That is my promise to you during this webinar. Now after that, I will be making a special offer but regardless of if you take me up on that or not, you will find tremendous value from this webinar. Plus...

Imprison Attendees (Give them a template, affiliated audio, affiliated video, mind-map, checklist, pdf, webinar recording, software. Show a nice cover/ graphic of this bonus.)

To thank you for showing up and being committed to achieving these goals, I'm going to also give you _____ to show my appreciation. (One of above)

About You: Give brief overview of who you are and why you are a good person to teach this webinar.

Invite Interaction: *And as we go along, send in your comments, questions and suggestions. I will cover those a bit later and make sure you get everything you need. OK. Let's get started.*

Here is how you Solve the #1 Challenge. (Give a 3-8 minute content piece that solves the challenge, not a sales pitch to a product or service, content of 100% value that benefits your webinar attendees)

Here is how you solve the #2 Market Challenge (Give a 3-8 minute content piece that solves the challenge, not a sales pitch to a product or service, content of 100% value that benefits your webinar attendees)

Here is how you solve the #3 Market Challenge (Give a 3-8 minute content piece that solves the challenge, not a sales pitch to a product or service, content of 100% value that benefits your webinar attendees)

Sum up value: Tell them what they just learned and the value of it.

Take Q and A Questions:

"Now let me get all your questions answered and check out your comments"

Transition to sales presentation:

As I promised, I have a special offer for you. If you received all you need from this webinar, you are free to go, but for those that are interested.. let me tell you what I have for you..

Make your sales pitch.

This offer is only good for the next X number of people on this webinar. Take action now before it's too late and click that link.

Event Closure:

Thank you so much for attending. I sincerely appreciate you investing your time and energy into this webinar and it shows how special you are and how committed you are to achieving your goals. That is cool. There is very few people willing to do what it takes. Obviously you are one of those. Thanks so much for attending. Here is your bonus.

I look forward to hearing of your success and seeing you again soon. Take care. Thank you.