

Planning and Outlining a Big Impact (Profitable) Webinar Script

1. The Welcome (pre-webinar)

The initial welcome page is what they see when they are waiting for the webinar to start. In other words, the beginning of the experience from their perspective. The main goal here is to make sure they know they are at the right place, and they feel assured they are going to get what they came for. So, make sure you repeat webinar titles (which should have an implied or actual promise in the title) in bold letters across the top of the page.

Don't just show them a blank screen - make sure it is clear, it repeats the title, and it tells them exactly when the webinar will start (with a timer).

2. The (Short) Introduction

If you are being hosted, the host should do a short introduction, praising you and saying why he/she invited you. Keep it short, 2-3 sentences. Your story, which you will tell in few moments, will serve as a more detailed introduction. Prep the host with exactly what you want them to say.

If you are not being introduced by someone else, they just say "Hello, I'm XXX. from XXX, thank you for coming, and welcome to ... Title of Webinar".

3. The Hook/ BIG Promise -

http://opencircles.ca/wp-content/uploads/2015/09/TheHOOK_Handout.pdf

Remind them that they will get an attendance prize, related to the hook or the promise you've made.

4. Your Introductory Story

Your story must be compelling, engaging and strategic. It must authentically connect with the audience on multiple levels - first, it has to establish you as an authority, someone with experience and credibility, and two, it has to make an emotional connection with the audience, allowing them to relate to you on a human level.

I once took a 3 day course JUST on telling this story (with my mentors Callan Rush and Justin Livingston). They call it a 'turning point' story, indicating that it should tell the story of an emotional, authentic turning point in your life, a moment when you realized something, had some sort of insight, or an event happened, that ultimately changed your life.

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Note: this is NOT a recitation of your resume and trying to make it sound like a story.

To create a compelling introductory story, ask yourself:

- What do I want the audience to think, feel or do at the end of this story?
- How will I grab their attention and make them want to listen?
- How can I establish credibility without reciting a resume?
- Why would someone care about my story?
- What was at stake for me? (there must be a compelling challenge)
- What did I go through to get to this point in my life/business? (the story arc)
- What was my lowest point?
- What was the real turning point for me? (that moment of breakthrough)
- What did I learn, how did I climb back out of the low point?
- How does this story relate to what I'm doing now?

5. The Agenda (what are you going to tell them during the webinar?)

<http://opencircles.ca/wp-content/uploads/2015/09/AgendaHandout.pdf>

6. High Value, Compelling Content

The focus here is on presenting content in a simple, meaningful way that provides high-value to the listener. It follows standard principles of good instructional design.

For a 1 hour webinar, I recommend the "3 Simple secrets" formula:

For each secret:

- what is the secret (give it a fun name)
- define it and explain it
- why is it important? (what happens when they don't know it or implement it)
- tell a story/give an example or statistics/research
- tell them how to fix the problem/ give them actionable, concrete help and advice

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Do this for all 3, starting from least important to most important, each one logically following the previous one.

The last point should have a galvanizing point of view, make it passionate and real ..this is your WHY .. !!

7. Social Proof

At the end of the last 'secret' (or teaching point), share customer stories about how other people like them have overcome this problem by working with you. This should be part of the story/examples for the last point, and should flow effortlessly.

8. Your Enticing Offer

The key here is to smoothly transition into the offer. Don't make it sound awkward or weird. Don't change your tone, continue educating them that this is the obvious answer to the various problems you've outlined and they've identified with.

To create a great offer, ask yourself:

- What would make this seem of immense value to them? Is there something I can compare it to that would be similar but way more expensive?
- What would make it a 'no brainer' for me if I was the audience and had this problem?
- How can I make them feel completely comfortable with this? (e.g. guarantee, proven results)
- What is the exact amount of information they need to know to make the purchase, but that won't overwhelm them with too many details?
- How can I build value and tension in the offer?
- What bonuses or fast action bonuses can I offer?
- How can I justify the bonuses, discounts or limitations I place on the purchase?

9. Your Call to Action/Sales Page

Include the freebie in the sales page. Let them feel safe and mention the guarantee again. Make it exceptionally easy to purchase.

10. Q&A (overcome fears)

On a live call, stick around for questions and answers. Re-iterate your credibility, what will happen after they purchase, how you will take care of them.

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11. Final Thanks, Good-bye, Final Call to Action

Be galvanizing! Encourage them to take action because of your WHY. Repeat the Call to Action one more time.