

Creating a Script

WHAT TO SAY DURING
YOUR WEBINAR

3 *DAY THREE*

777
CHALLENGE

By EasyWebinar



Script

Slide 1: Title Slide – Title isn't a huge deal. Keep it simple, introduce yourself quickly, bring the energy!

Hey everyone, my name is [your name] and I'd like to welcome you to [your webinar title]. I'm so excited that you're here, I have a lot of stuff to share with you, etc. etc.

Slide 2: Question to Position Your Offer –This slide is all about positioning your offer! Ask your audience a question that addresses a specific need they have.

What if you could [thing they want to accomplish] without [pain point]?
Today, you're going to learn exactly how to do that.

Slide 3: By the end of this webinar, you'll know exactly how to [list the points that you're going to teach your audience]

Slide 4: Most importantly, by the end of this webinar, you'll be able to [number 1 most amazing thing you'll be teaching your audience]

Slide 5: Stick Strategy. I'm so excited for you to learn how to [solution to their problem]. Make sure you stay tuned, because at the end of our time together I'll be sharing [assets that you will give them]. You won't want to miss out on any of it!

Slide 6: Bring the energy!
Let's dive right in!

Slides 7-10: Reframe. Take all the problems your audience *thinks* they have and reframe it as those are just symptoms of one big problem.

Ask 4-6 questions.

Each question needs to describe the problem as your client experiences it on a regular basis. The more rich, vivid, clear you can be, the more powerful this will be.

Frame questions in a way that demonstrates that you understand the problem as they see it.

All questions should be able to be answered with YES OR NO. Your audience should answer YES to them.

[Question 1]

[Question 2]

[Question 3]

[Question 4]

[Question 5 optional]

[Question 6 optional]

Slide 11: The BIG question. They should answer this with YES as well.

Slide 12: Reframe. "If this is how you feel, I have good news for you. None of those things are the problem. The real problem is that you [haven't made the "shifts" or you don't know the "secrets." or type your own text] I'm going to tell you [what those shifts are or how to solve the problem] in just a moment."

Slide 13: The one thing your audience needs to know....

[Number] Keys/Shifts/Simple Steps/Changes to [solving the problem]. I'm going to walk you through them in this webinar.

Slide 14: Future vision. Paint a picture of how awesome their life is going to be once they make the shifts. Share examples of client stories or even your own success.

You're not alone. [These folks/I] struggled with [problem], too. But with the tips I'm going to share with you today, [they were/I was] able to [statement

about success], [statement about success], and even [statement about success].

Slide 15: Dive a little deeper into who you are. My name is [your name]. I'm [title you hold]. [Share 3-4 of your best qualifications.]

Slide 16: Tell an "authority story."

[Describe the situation that led to the problem you experienced.] [Describe the results of the problem, use emotional words.] But then, I [briefly describe how you solved the problem/what you discovered]. [Sentence about how it changed your business/life.]

Slide 17: introduce the keys that you're going to teach your audience.

Today, I'm going to teach you the [number] things you need to [know/do/act on] to [problem they're solving]

[Key point 1 and a short elaboration]

[Key point 2 and a short elaboration]

[Key point 3 and a short elaboration]

Begin Core Content

Slides 18-26: Cover your key points using the 6 S's (below). This is what you are teaching on the webinar.

Every single piece of core content should have these 6 items. Sometimes you may leave one out if not applicable.

6 S's.

1. *Shock* - say something shocking and unexpected. (not offensive). Grab their attention.

2. *Support* - back up what you just said in #1. Provide proof/data/stats

3. *Stakes* - tell them how amazing life will be when they get it right, how terrible it will be if they get it wrong.

4. *Stuff* - teach them something. Big picture, conceptual. Don't be specific and give details. Keep it simple.

5. *Story* - reinforce what you just taught, with a story about a client who made this shift and got an amazing result.

6. Sum up - tie everything together. Tie it into the key points.

Transition + Close

Slide 27: Ask for participation from your audience. “Give me a thumbs up if you’re feeling pumped up to start [doing whatever it is you’re teaching].”

Slide 28: Recap promises from Slide 3... use the same background and similar wording. Show them how you delivered what you promised. Principle of Reciprocity.

Slide 29: Offer them a choice. “You can either take what you’ve learned today and forget all about it... stay stuck where you are...or you can [talk about what they can do next] and change your life.”

Slide 30: Freebie/Lead Magnet

“As a thank you for staying for the whole presentation, I have [freebie] for you. [Tell them how they can get it.] But...”

Slide 31: Special offer intro: “While [what I’ve taught you today] can absolutely make a huge difference in your business, I’ve put together a special offer for those of you who want to take it a step further...”

Slide 32: Build up hype: “With [name of offer], you can [list the benefits of using the product.]” Don’t mention the price yet.

Slide 33: Testimonial from users of product. Still no mention of the price: “[name of client] was able to [result they got] in [amount of time]. This is not a guarantee of your individual results, but I want to show you what’s possible.”

Slide 34: Break down the offer. List what they get. Build value.

Slide 35: Reveal the “normal” price of the offer, but share that you’re giving it to them for [special price]. Emphasize that the offer will expire, create FOMO.

Slide 36: Re-emphasize the offer and its value vs. cost, restate the special offer terms (how long it’s available, etc.)

Slide 37: Bring the energy! Share that you've put this together so it will help them succeed and you don't want them to lose out on the offer.

Slide 38: Tell your audience how and where to get the special offer.

Slide 39: Take time to thank your audience for attending your webinar and remind them how they can get their lead magnet.