

High Ticket Webinar Framework

Ideal Webinar Length: Around 40 minutes

START

SECTION 1: SETTING THE STAGE [10 MINUTES]

No fluff. Dive straight into the big topic of the presentation and why they should care



BIG HOOK



Present a 40,000 view of what you'll be covering



THE TEASE



NO GOING BACK



Build intrigue that this is something new and exciting



Share the results that they want

END RESULT



List 5-6 things that they don't have or don't want and can still obtain this result



WITHOUT STATEMENTS



3 MINUTES INTO THE WEBINAR

DISPLAYED UNDERSTANDING



Pick 1 of the story frameworks below

YOUR STORY



Briefly describe your prospects situation to build their confidence that you 'get them'

1 Accidental Expert

You stumbled upon this solution and feel obligated to share it

1. Struggle
2. Despair
3. Discovery
4. Result
5. Now

2 Disruptive Expert

You feel compelled to step up and tell the industry the truth

1. Observation
2. Expertise
3. Facepalm
4. Stepping up
5. Now

8 MINUTES INTO THE WEBINAR

STUDENT STORIES



Share some of your testimonials/case studies, if you have any *Optional*

STICK WITH ME



Tell them why they should stick around on this presentation



THE NEW YOU



Tease them with the transformation you can help them obtain



WHO IS THIS FOR



Share who this is for and also who this is not for



10 MINUTES INTO THE WEBINAR

THE OPEN LOOP



Present your 3-4 training point and what you'll be covering today

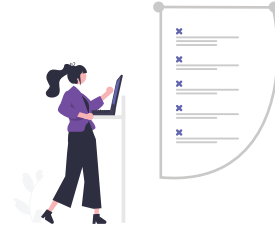


1

PART 1: THE 5 BIGGEST...

Make a list of 5 biggest mistakes, myths, misconceptions or traps

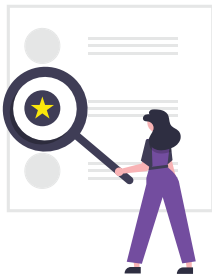
15 MINUTES INTO THE WEBINAR



PART 2: BIG DISCOVERY #1

2

Share your first big discovery that starts to open their eyes



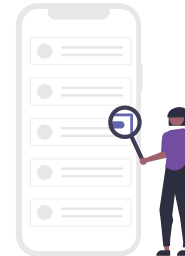
20 MINUTES INTO THE WEBINAR

3

PART 3: BIG DISCOVERY #2

Share your second big discovery that builds on the first

25 MINUTES INTO THE WEBINAR



PART 4: BIG DISCOVERY #3

4

Share your third big discovery that rounds everything off



TIE IT ALL TOGETHER

Explain that this is a complete system and all they need

FUTURE PACE



Help them picture what life will be like if they had this result



30 MINUTES INTO THE WEBINAR

Help them see that they must make a change now



INSPIRE CHANGE



They can go back to struggling or move forward in a new direction



CROSSROADS



THE INVITATION



Present the opportunity to speak with you



WHAT WILL HAPPEN



Lay out what will happen on this call

35 MINUTES INTO THE WEBINAR

THE OFFER TEASE



Tease the idea of working with you



CLIENT RESULTS



Share what happened for other people that have worked with you



THE PUSH BACK



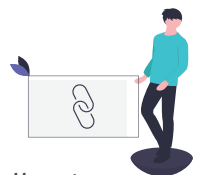
A place in your program is not guaranteed, you are very selective



THE LINK DROP



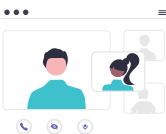
Build demand for a call and then drop the link



BOOK YOUR CALL



Tell them what to do next



APPLICATION



Make it clear that they must fill out the form on the next page or their call will be cancelled



FINAL CHANCE



Closing thoughts and final CTA to book a call

BOOK YOUR CALL NOW

40 MINUTES INTO THE WEBINAR

FINISH

High Ticket Webinar Framework

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START

SECTION 1: SETTING THE STAGE [10 MINUTES]



SECTION 2: WOW NOT HOW CONTENT [20 MINUTES]



SECTION 3: THE CTA [10 MINUTES]



FINISH