

# WINNING WEBINAR FRAMEWORKS



**Fletcher**  
THE  
**Method**

# PRE-WEBINAR PLANNER

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A little research goes a long way, and webinars are no exception. Use this Pre-Webinar planner to ensure you have crystal clear understanding of your audience's goals frustrations, objections and mindset. This research will greatly increase the conversion rate of your webinar.



## WINNING WEBINARS

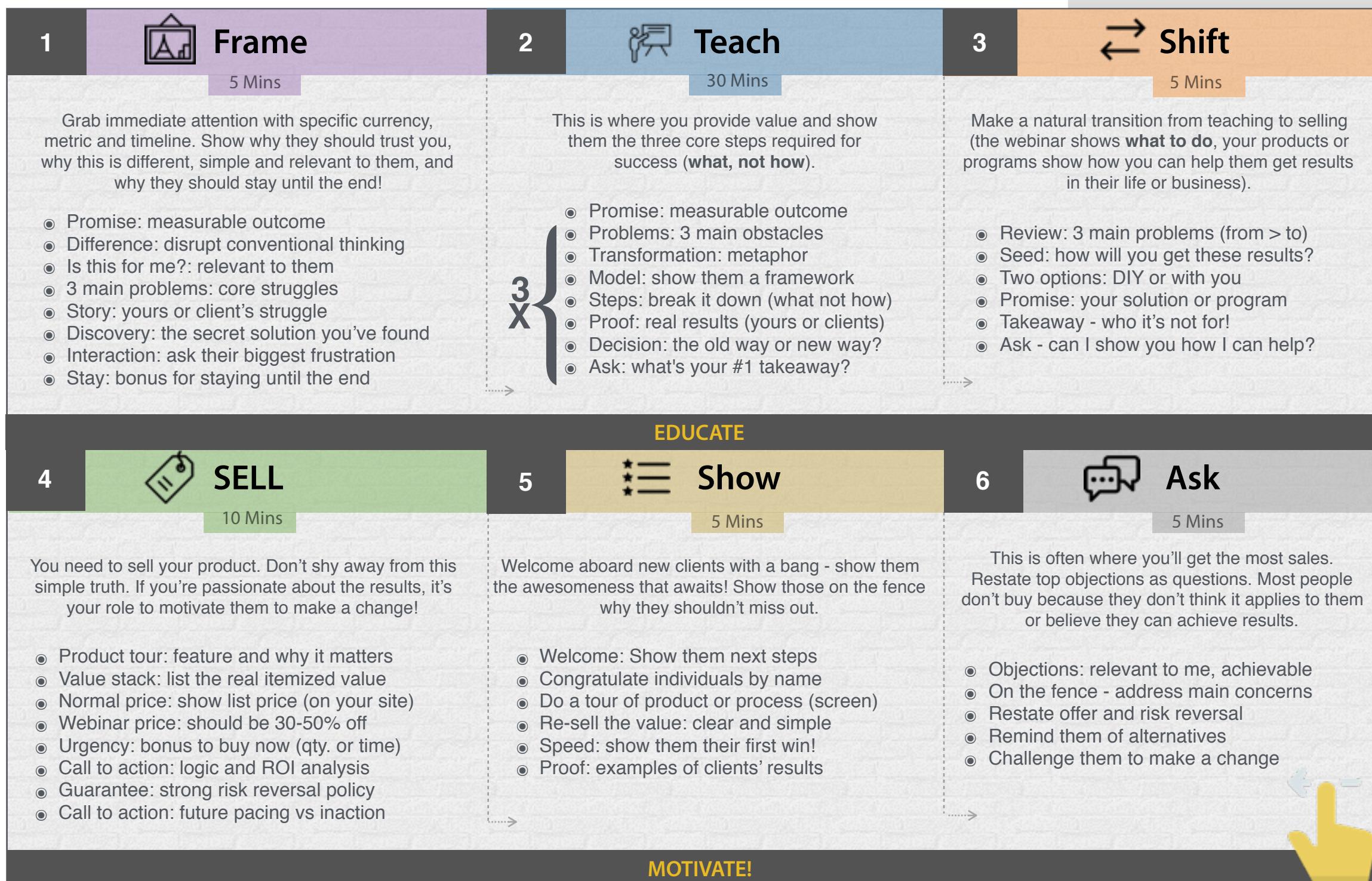
Webinar Title:	Product Description and Pricing:
<b>FRICITION</b>	<b>SOLUTION</b>
What are their fears and frustrations?	
How can you quantify the ROI for them (be specific)	
What do they need to believe about you?	
What do they need to believe about the product?	
What do they need to believe about themselves?	
What are their top objections:	

# WINNING WEBINAR TEMPLATE

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This is the ultimate framework for an extremely engaging and effective webinar. If you follow this format, expect conversion rates of up to 10-30% (for live webinars). There are 6 main phases to captivate, educate and motivate your audience take action. Each bullet represents a “slide” in your webinar (use this along with my done-for-you slide template).



# WEBINAR SLIDE TEMPLATE

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Use this “fill in the blank” template to quickly create your Winning Webinar. All you need to do is add compelling images, customize to match your brand and add your speakers notes. This will save you hours of hard work.

## WINNING WEBINARS

1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	32	33
34	35	36	37	38	39	40	41	42	43	44
45	46	47	48	49	50	51	52	53	54	55
56	57	58	59	60	61	62	63	64	65	66
67	68	69	70	71	72	73	74	75	76	77
78	79	80	81	82	83	84	85	86	87	

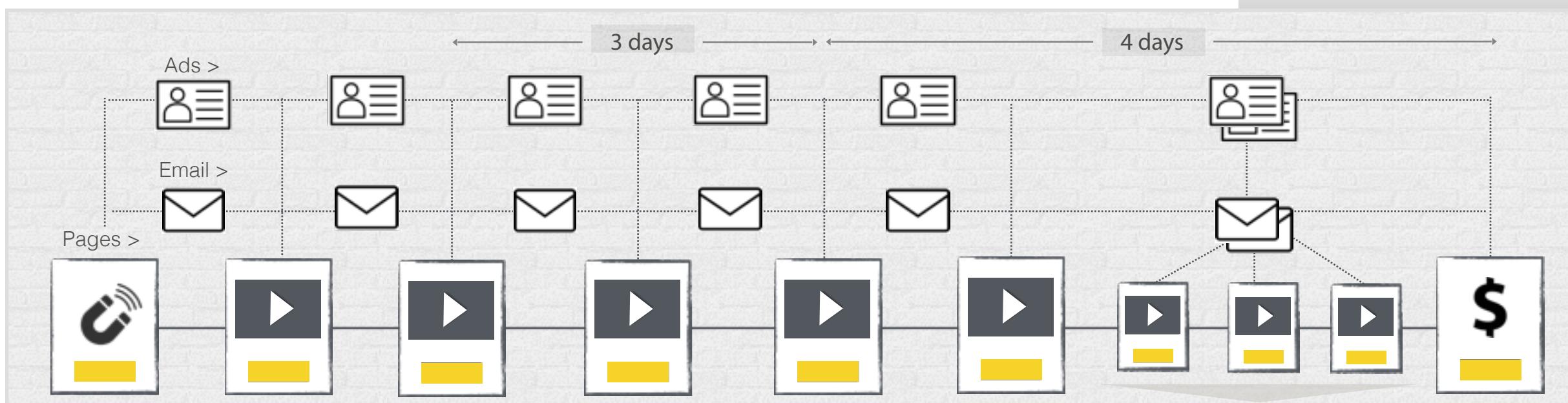
# WINNING WEBINAR FUNNEL

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This proven funnel schematic leverages the 5 “swim lanes” or communication modes to drive prospects through your funnel with more efficiency and velocity. This approach ensures that your prospects get exposed to the right message in the right place at the right time. This system is simple to comprehend and launch quickly.



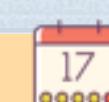
## WINNING WEBINARS



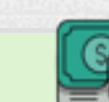
LEAD MAGNET	AA- WEBINAR REGISTRATION	WEBINAR CONFIRMATION	PRE-WEBINAR TRAINING	LIVE WEBINAR	WEBINAR REPLAY	CLOSING SEQUENCE	ORDER/ LEAD FORM
<ul style="list-style-type: none"> <li>★ Must solve one problem of Signature System</li> <li>★ Formats: checklist or cheat sheet</li> <li>★ Use O.P.T.I.N Framework</li> <li>★ Landing page must have promise and METRIC</li> <li>★ Must have branding, contact info and privacy policy</li> </ul>	<ul style="list-style-type: none"> <li>★ Congratulate</li> <li>★ Welcome</li> <li>★ Walk Through the Lead Magnet</li> <li>★ Stretch the Gap!</li> <li>★ Drive to webinar</li> </ul>	<ul style="list-style-type: none"> <li>★ Resell value and add to calendar!</li> <li>★ Email confirmation and resell benefits, drive to pre-webinar training</li> <li>★ Email: day before, morning of, 1 hour and 15 mins before webinar</li> <li>★ Use SMS reminders whenever possible</li> </ul>	<ul style="list-style-type: none"> <li>★ 5-20 Min. video to provide value</li> <li>★ Should relate to webinar, help them “hit the ground running”</li> <li>★ Provide mind map, template or checklist</li> <li>★ Create and “open loop”</li> <li>★ *Second PWC (FAQ’s)</li> <li>★ Drive to share!</li> </ul>	<ul style="list-style-type: none"> <li>★ Best times: M,T,TH 10:00AM or 5:00PM (pst)</li> <li>★ Use Winning Webinar Template</li> <li>★ Test software</li> <li>★ Use good mic</li> <li>★ Always record webinar...</li> <li>★ Automate after running 10 webinars at 10% conversions!</li> </ul>	<ul style="list-style-type: none"> <li>★ Send replay to both attendees and non-attendees</li> <li>★ Include webinar transcript</li> <li>★ Remove player controls</li> <li>★ Delay offer (button)</li> </ul>	<ul style="list-style-type: none"> <li>★ 3-5 day “close cart” sequence - must have close!</li> <li>★ Email program overview</li> <li>★ Use countdown timer if possible!</li> <li>★ Testimonials or case study</li> <li>★ FAQ’s (video preferred)</li> <li>★ Sample or bonus content</li> <li>★ Use countdown timer if possible!</li> <li>★ Retarget closing content via facebook ads</li> </ul>	<ul style="list-style-type: none"> <li>★ Multiple payment options</li> <li>★ Recommend SamCart</li> <li>★ Testimonials</li> <li>★ Remove unnecessary fields</li> <li>★ Guarantee</li> <li>★ Strong promise and payoff</li> </ul>



SIGN UP!



SHOW UP!



PAY UP!

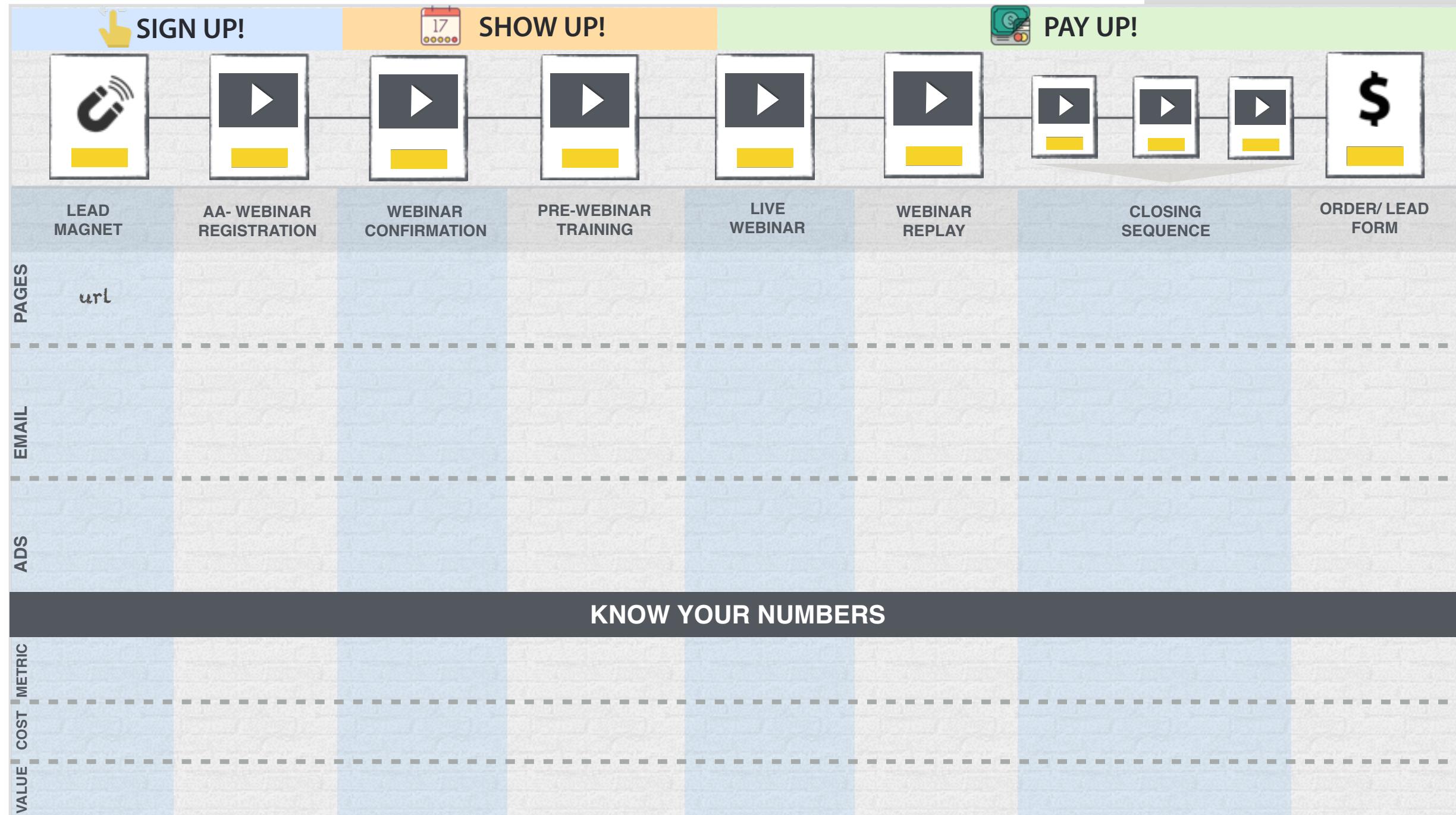
# WEBINAR FUNNEL PLANNER

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Use this framework to map out your webinar funnel and strategy. Be sure to include urls and/or notes for your funnel's pages, email and advertising strategies. Lastly, don't forget to stay on top of your webinar ROI by adding metrics for each step of your funnel.

## WINNING WEBINARS



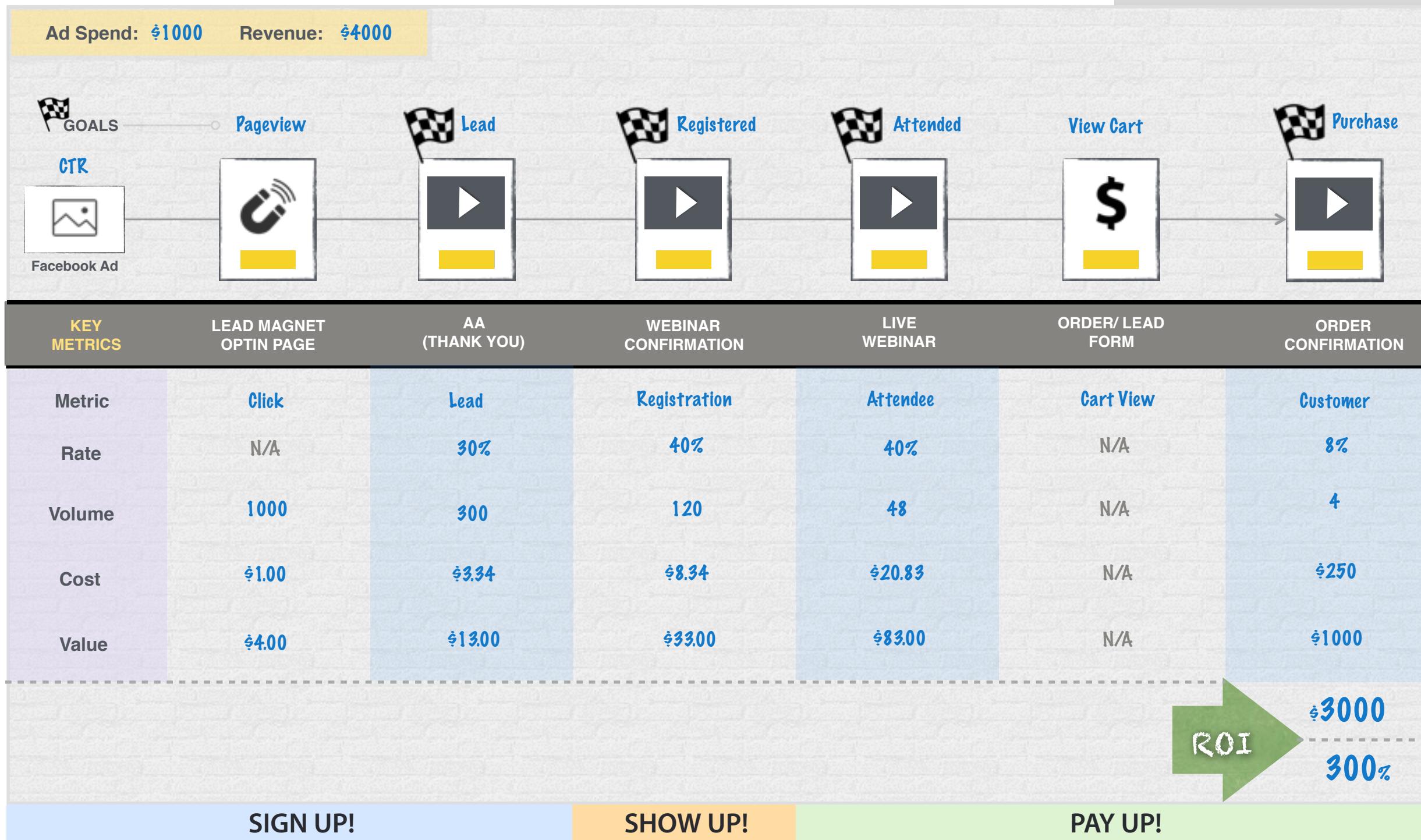
# WEBINAR METRICS MULTIPLIER

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This proven funnel schematic leverages the 5 “swim lanes” or communication modes to drive prospects through your funnel with more efficiency and velocity. This approach ensures that your prospects get exposed to the right message in the right place at the right time. This system is simple to comprehend and launch quickly.



## WINNING WEBINARS



# WINNING WEBINAR FUNNEL

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## LEAD MAGNET OPTIN

### WINNING WEBINARS

The image shows a lead magnet opt-in landing page for "The Website Conversion Cheat Sheet". The page features a large image of the cheat sheet itself, which is a white sheet with various diagrams and text. Below the image is a portrait of Aaron N. Fletcher, the founder. To the right of the image, there is a large headline: "Convert Your Existing Website From an Online Brochure to a Lead Generation Engine and Get up to Twice as Many Leads". Below this headline is a yellow call-to-action button with the text "Get The Cheat Sheet and Video Here >>>". At the bottom of the page, there is a small section with a lock icon and the text "Your Information is 100% Secure And Will Never Be Shared." and copyright information.

Consistent image

It's important to keep the "scent of information" consistent using the same images, branding (colors and fonts) and promise as your ad.

It's also to provide a clear promise and eliminate all options except the one call-to-action.

Eliminate all distractions and links

Clear payoff

Actionable CTA

Compliance info

# WINNING WEBINAR FUNNEL

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## LEAD MAGNET OPTIN

### WINNING WEBINARS

The image shows a lead magnet opt-in form for "THE WEBSITE CONVERSION CHEAT SHEET". The form includes a header with the offer name, a main promise, two input fields for "First Name" and "Email", a prominent CTA button, and a privacy policy disclaimer at the bottom. Three yellow callout boxes on the right side analyze specific design elements: "Restate promise" points to the main offer headline; "Minimum fields" points to the two required input fields; and "Action verb CTA" points to the button text.

It's important to keep the “scent of information” consistent using the same images, branding (colors and fonts) and promise as your ad.

It's also to provide a clear promise and eliminate all options except the one call-to-action.

FREE VIDEO AND CHEAT SHEET:  
Convert Your Existing Website

For Instant Access to This New Website Cheat Sheet and Training Video, Please Provide Your Details Below:

First Name

Email

>> DOWNLOAD YOUR CHEAT SHEET

Privacy Policy: We hate SPAM and promise to keep your email address safe.

Restate promise

Minimum fields

Action verb CTA

# WINNING WEBINAR FUNNEL

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## AUTHORITY AMPLIFIER

### WINNING WEBINARS

The screenshot shows a landing page for a website cheat sheet. At the top, it says "Congratulations - Be Sure to Watch This Quick Walkthrough Video:" followed by a yellow button labeled "Restate promise". Below this is a video thumbnail featuring a smiling man and the text "WEBSITE CHEAT SHEET". To the left of the video, there's a book cover for "STAND OUT" and a badge for "BEST SELLING AUTHOR". A yellow arrow points from the "Restate promise" button to the video thumbnail, labeled "A.A. video". At the bottom, there's a call-to-action button labeled "Watch Video One Now!" with three red arrows pointing to it, and a yellow button labeled "Webinar opt-in" with a yellow arrow pointing to it.

It's important to keep the “scent of information” consistent using the same images, branding (colors and fonts) and promise as your ad.

It's also to provide a clear promise and eliminate all options except the one call-to-action.

# WINNING WEBINAR FUNNEL

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## WEBINAR REGISTRATION

WINNING WEBINARS

The screenshot shows a landing page for a webinar titled "The 50-Minute Business Breakthrough: The Simple 3 Step Strategy You Can Immediately Use to Set up an Automated Marketing Funnel and Generate 2-10X More Leads With Zero Tech Overwhelm". The page includes a "Claim My Spot Now!" button, a date and time section showing "Wednesday March 30th at 10am Pacific, 1pm Eastern", a photo of Aaron N. Fletcher, a list of benefits, and a warning about limited space. Yellow arrows and callout boxes highlight various elements:

- Social proof:** Points to the social media sharing icons (Facebook, Twitter, LinkedIn) in the top right corner.
- Connection:** Points to the photo of Aaron N. Fletcher.
- Scarcity:** Points to the "Time left until webinar starts..." timer and the "WARNING: Space is limited..." message.
- Strong promise:** Points to the main headline.
- Above the fold opt-in:** Points to the "Claim My Spot Now!" button.
- Benefits:** Points to the list of what you'll learn.
- Second opt-in:** Points to the "Yes! Claim My Spot Now!" button at the bottom.

THE FLETCHER METHOD PRESENTS...

"The 50-Minute Business Breakthrough: The Simple 3 Step Strategy You Can Immediately Use to Set up an Automated Marketing Funnel and Generate 2-10X More Leads With Zero Tech Overwhelm"

Claim My Spot Now! »

March 30 Wednesday March 30th at 10am Pacific, 1pm Eastern

Presented by Aaron N. Fletcher

Time left until webinar starts... 6 0 22 45 DAYS HOURS MINUTES SECONDS

What You'll Learn...

- ✓ The simple 3-step Facebook Ads system I used to build a 7 figure business with zero tech overwhelm...
- ✓ The one tool that virtually every successful entrepreneur uses in their marketing (and it takes just minutes to set up!...)
- ✓ Why you MUST STOP consuming blogs, podcasts and courses that only add to your stress and confusion...
- ✓ Includes FREE One Page Marketing Funnel Template Download...

WARNING: Space is limited and these LIVE trainings always fill up because they are significantly better than the information others charge you thousands for... even though they are free.

This one will be no exception. So claim your spot below!

Yes! Claim My Spot Now! »

# WINNING WEBINAR FUNNEL

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## WEBINAR CONFIRMATION

### WINNING WEBINARS

The screenshot shows a webpage for a webinar confirmation. The page includes a video player, event details, calendar integration options, and a footer with copyright and compliance information. Yellow arrows and callout bubbles on the left side map specific features to the 'WINNING WEBINAR FUNNEL' stages: 'Show up video' points to the video player; 'Connection' points to the calendar integration section; 'Calendar' points to the same section; 'Watch video' points to the video player; 'Event details' points to the event information box; and 'Compliance' points to the footer area.

Great - Your Spot Is Confirmed! Be Sure to Watch This Quick Video Below Now:

Show up video

Connection

Calendar

Watch video

Event details

Compliance

YOUR TICKET

Admit One:  
"LIVE 50-Minute Business Breakthrough Workshop"

Name: Aaron N. Fletcher  
Date: Wednesday, March 30th, 2016  
Time: 10am Pacific, 12pm Central, 1pm Eastern

BEFORE THE WORKSHOP

WARNING: Space is limited and these LIVE trainings always fill up because they are significantly better than the information others charge you thousands for... even though they are free.

\*Make Sure You Don't Miss This Rare FREE Online Event From Aaron Fletcher. Click to Add This Special Event To Your iCal, Outlook, or Google Calendar Now!

Outlook Click to Add to Outlook

Google Click to Add to Google

iCalendar Click to Add to iCalendar

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# WINNING WEBINAR FUNNEL

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## PRE-WEBINAR TRAINING

### WINNING WEBINARS

**STEP 1:**  
Watch This Short Training Video Before the Live Workshop

**Watch video**

**Deliver framework**

**Connection**

**Download**

**STEP 2:**  
Download Your Bulletproof Business Plan Worksheet

**Downloads**

**Bulletproof Business Plan Template**

This template will help you quickly answer the two most important answers you need to ask yourself about your business strategy: 1) What's my "Why" - what's the greater vision you have for your business; where will you be three years from now? 2) What exact steps should you be taking this week to grow your business.

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## WEBINAR REPLAY

### WINNING WEBINARS

The screenshot shows a landing page for a webinar replay. At the top, a black banner displays the text "Hurry! This Special Offer Expires Soon:" followed by a large red digital timer showing "01140940". Below the timer, a yellow callout bubble points to it with the word "Scarcity". The main content area features a video player for the webinar replay, which has a play button and three circular icons labeled "MINDSET", "MODEL", and "MOMENTUM". To the left of the video player, another yellow callout bubble points to it with the text "No player controls". At the bottom of the page, a large yellow call-to-action button with the text "Yes! I Want In!" is highlighted by a yellow arrow pointing from the bottom left. A smaller yellow callout bubble points to this button with the text "CTA".

Hurry! This Special Offer Expires Soon:

01140940

days hours minutes seconds

Scarcity

No player controls

WATCH THE WEBINAR REPLAY:  
(Please wait a few seconds for the video to load.)

"15 Minutes in, I realized this is the best webinar I have ever been on! Life changing... Absolutely brilliant!"  
★★★★★  
-- Mike Lamotte,  
Local Agency Owner

The 50 Minute  
**BUSINESS BREAKTHROUGH**

MINDSET MODEL MOMENTUM

Learn More About Online Marketing in One Hour  
Than Most Entrepreneurs Will Ever Know

You Asked, We Listened - New Payment Plan Offered (Expires Soon!)

Yes! I Want In!

Community

Fletcher Method

Aaron's program simplifies complex online marketing tactics. I am incredibly impressed with the information shared in this training. The presentation

# WINNING WEBINAR FUNNEL

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## SHOPPING CART

The screenshot shows a shopping cart page for a 'Lifetime Membership (Webinar Special)'. The page is titled 'WINNING WEBINARS' at the top right. On the left, there's a sidebar with a yellow rounded rectangle containing the text 'Contact info'. Below it, another yellow rounded rectangle contains 'Minimal fields'. Further down, another yellow rounded rectangle contains 'Multiple methods'. At the bottom, a yellow rounded rectangle contains 'Terms/ CTA'. On the right side of the page, there are several yellow callout boxes with arrows pointing to specific elements on the page:

- A yellow rounded rectangle labeled 'Risk reversal' points to a red banner on the right side of the page.
- A yellow rounded rectangle labeled 'Benefits' points to a section on the right side listing various benefits.
- A yellow rounded rectangle labeled 'Proof' points to a testimonial section on the right side.
- A yellow rounded rectangle labeled 'Trust icons' points to a row of icons at the bottom right of the page.

**Contact Information**  
Fields marked with \* are mandatory  
First Name: \* Last Name: \*  
E-mail Address: \*  
DISCOUNT COUPON: \* APPLY COUPON  
Payment Methods: VISA, MasterCard, American Express, PayPal  
**Payment Information**  
Select your Payment option  
\$997.00 \$997.00  
\$349.00 Today Then 2 Payments of \$349.00 Scheduled 30 Days Apart  
Credit Card Number: CVV:  
Expiration Date: Select - Select -  
Total: \$997.00  
VISA, American Express, RapidSSL  
I agree to the [terms and conditions](#)  
**PLACE ORDER NOW**

**Lifetime Membership (Webinar Special)**  
Includes lifetime access to the Fletcher Community Forum, training videos, accountability groups, tools and live coaching webinars.

**Get Access to the Mentorship, Accountability, Peer Support and Systems You Need to 10X Your Business**

- ✓ Access to All Fletcher Method Training Courses and Programs
- ✓ Get Real Time Feedback To Get "Unstuck" and Keep Moving Forward
- ✓ Live Training and Coaching Webinars With Aaron

**The Simplest Way to Grow a Thriving Online Business**

**Testimonials**

**Trust Icons**

# 5P EMAIL FRAMEWORK

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Save yourself countless hours of frustration with this extremely effective and proven copy sequence. Address the problems and pains your clients are experiencing now, and the promise of a better life or business your solution provides. Next, you'll demonstrate specific proof (results), foster interaction and make them an "offer they can't refuse."



## WINNING WEBINARS



### PROBLEM



### PROMISE



### PROOF



### PING



### PROMOTION

#### MAKE THEM THINK

Describe the pains and frustrations of their current situation and the cost of not taking action.

Reveal what life will be like once they utilize your Transformation Framework (Point B): desires and aspirations.

Real story of yourself or your clients with specific and tangible results. Make it real!

Create an interactive discussion by requesting feedback or asking a question.

Foster a sense of urgency and fear of loss by compelling them to act now. Make a personal challenge to them!

#### MAKE THEM FEEL

- ▶ Empathy: "that's me"
- ▶ Increased need to change
- ▶ Community

- ▶ Sigh of relief
- ▶ Clear path to their goals
- ▶ Confidence
- ▶ "Not too difficult"

- ▶ Trust
- ▶ Social proof
- ▶ Authority

- ▶ 1:1 personal communication
- ▶ Opinion matters
- ▶ Reciprocity

- ▶ Fear of loss
- ▶ Urgency
- ▶ Risk reversal
- ▶ Scarcity

#### MAKE THEM ACT

What should they click, watch, share, download, call, purchase? And WHY SHOULD THEY?



# WINNING WEBINAR FUNNEL

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## EMAIL ANATOMY

### WINNING WEBINARS

**Subject:** Get it opened.

**First sentence:** Get it opened.

**Image:** Get the click.

**Early CTA:** Get the click.

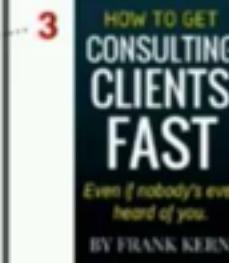
**Benefits:** "Sell" the click.

**Second CTA:** "Sell" the click.

**Sign off and PS:** Re-sell the click

1 Subj: NAME, please read.

2 I'm pretty sure **this** directly affects YOU.



4 It's a **new [THING]** that shows you how to [BIG BENEFIT]

5 Plus, you'll also see/discover/learn ...

- How to **[BENEFIT]** without **[BAD]**
- What NEVER to do when you want to **[GOAL]**
- Why everything you've learned about **[GOAL]** is dead wrong, and **what you should do instead**.

6 You can **get it here, now.**

Enjoy,

7 Rick James, Esq

P.S. In case you skip to the PS (like me), here's the deal.

You can **get a [THING]** that shows/gives/helps/ you [GOAL] here.

# RETARGETING ROADMAP



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This goal of this framework is to get you up and running quickly with retargeting so you can achieve “micro-celebrity” status within your target market. By applying this strategy you’ll launch the consistent messaging and branding required to quickly become the clear authority in your niche. This will accelerate sales and increase ROI.

## PERFECT AUDIENCE

TRACKING CODE	CONVERSION GOALS	RETARGETING LISTS	SEGMENTED CAMPAIGNS	EFFECTIVE ADS	KEY METRICS
Place simple Javascript snippet on your website or landing pages. This will “cookie” all visitors to your site for retargeting	Set up goals for each URL in your funnel that signifies completion of a desired outcome (thank you page after download, lead form or product purchase).	Create lists of segments for user groups within a defined stage of your funnel: “people who opted in for lead magnet but didn’t register for webinar...”	Run campaigns based on a single goal and platform: “Facebook newsfeed webinar registrations”, “Google display lead magnet optins...”	Create at least two ads for each campaign and split test for performance. Be sure to use consistent branding and messaging with a strong call to action	Use your Campaign Dashboard to measure key metrics including impressions, view-through-conversions (VTC), click-through conversions (CTC)
<ul style="list-style-type: none"><li>★ Be sure to include code on all landing pages (Leadpages, Clickfunnels, etc.)</li><li>★ For WordPress sites, use the “header and footer” plugin</li></ul>	<ul style="list-style-type: none"><li>★ Be sure to use the wildcats “*” asterisk at the end of goal URLs</li><li>★ Add an estimated revenue value for each conversion goal</li></ul>	<ul style="list-style-type: none"><li>★ Create a retargeting list for every url in your funnel.</li><li>★ Use clear naming for your lists “Visited lead magnet option page”</li></ul>	<ul style="list-style-type: none"><li>★ Be sure to include only the specific retargeting lists (prospects) in each phase of your sales funnel</li><li>★ Use at least 2 ads for each campaign</li><li>★ Start with a low budget</li></ul>	<ul style="list-style-type: none"><li>★ <a href="#">CLICK HERE</a> for Facebook and display ad specs.</li><li>★ Use Photoshop Elements of <a href="#">fiverr.com</a> to create ads</li><li>★ <a href="#">Facebook ad ideas</a></li><li>★ <a href="#">Display ad ideas</a></li></ul>	<ul style="list-style-type: none"><li>★ Troubleshoot or eliminate poor performing campaign and ads</li><li>★ Block under-performing (websites)</li><li>★ Place greater value on “clicks” vs. “views”</li></ul>

All Campaigns

**629,749**  
IMPRESSIONS SERVED  


**583**  
CLICKS BACK TO YOUR SITE  
eCPM  
\$3.11

**775**  
CONVERSIONS  
CTR  
0.0901%

**\$1,961.21**  
COST  
Conv. Value  
\$49,102.00  
eCPA  
\$2.53

Impressions vs. CTR

