

PERFECT WEBINAR

FRAMEWORKS

The 4 KEY Frameworks To
Craft The Perfect Webinar



click funnels

PERFECT WEBINAR FRAMEWORKS

"The framework is your savior." - Brendon Burchard

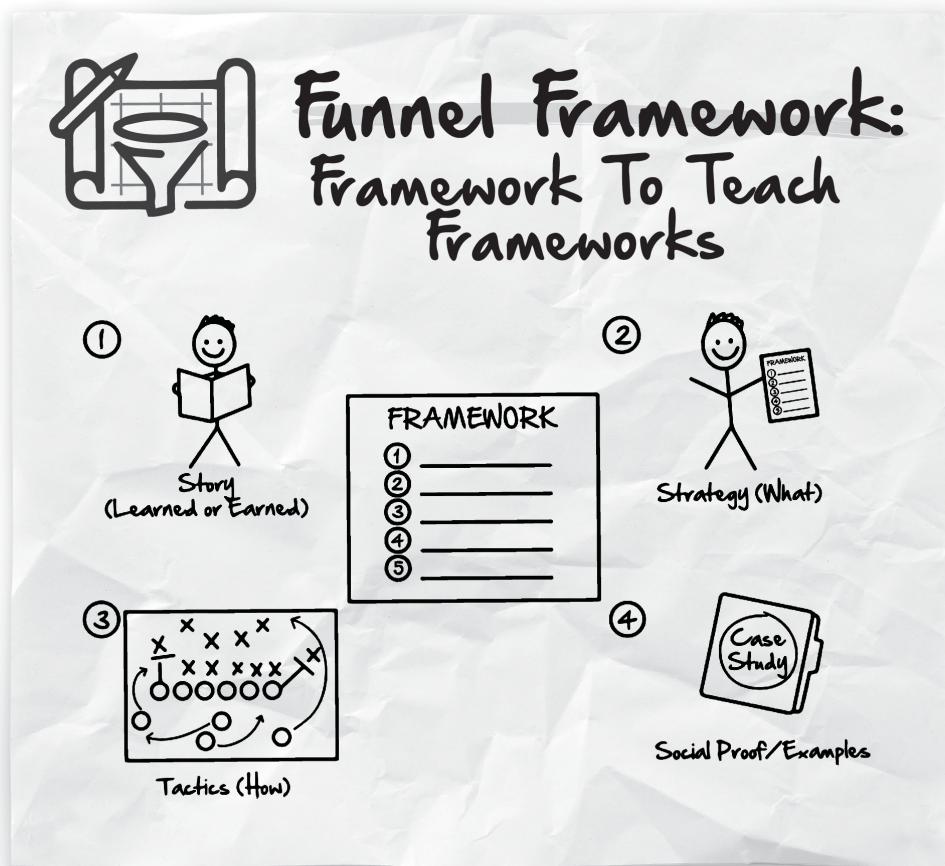
THE Perfect Webinar can be THE NUMBER ONE most important tool you use to market literally ANY business or offer. Here are the **four KEY frameworks** you'll need to craft your Perfect Webinar from start to finish!



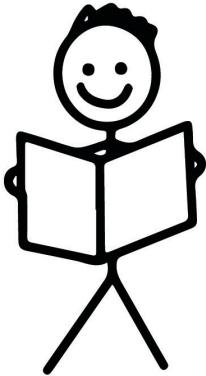
- 3 How To Teach Frameworks**
- 6 The Perfect Webinar Framework**
- 9 Stack & The Close Framework**
- 14 Perfect Webinar Funnel**

How to Teach Frameworks

Remember, no matter what you are offering, you are actually selling a framework for success. You need to teach your framework in such a way that it increases the perceived value so they will actually use it.



Step 1:



Story
(Learned or Earned)

Increase the perceived value of the framework by *telling a story about how you learned it or earned it.*

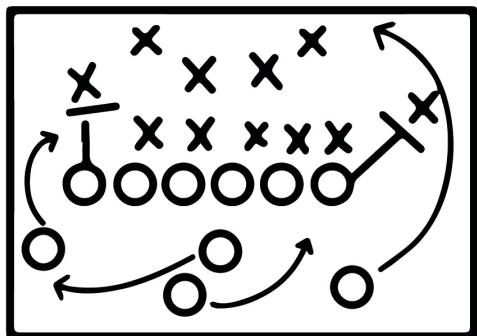
Step 2:



Strategy (What)

Help them buy into the mission by introducing the strategy of the framework.

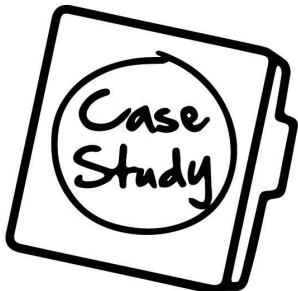
Step 3:



Tactics (How)

Walk through everything they need to do to achieve the success with your framework.

Step 4:

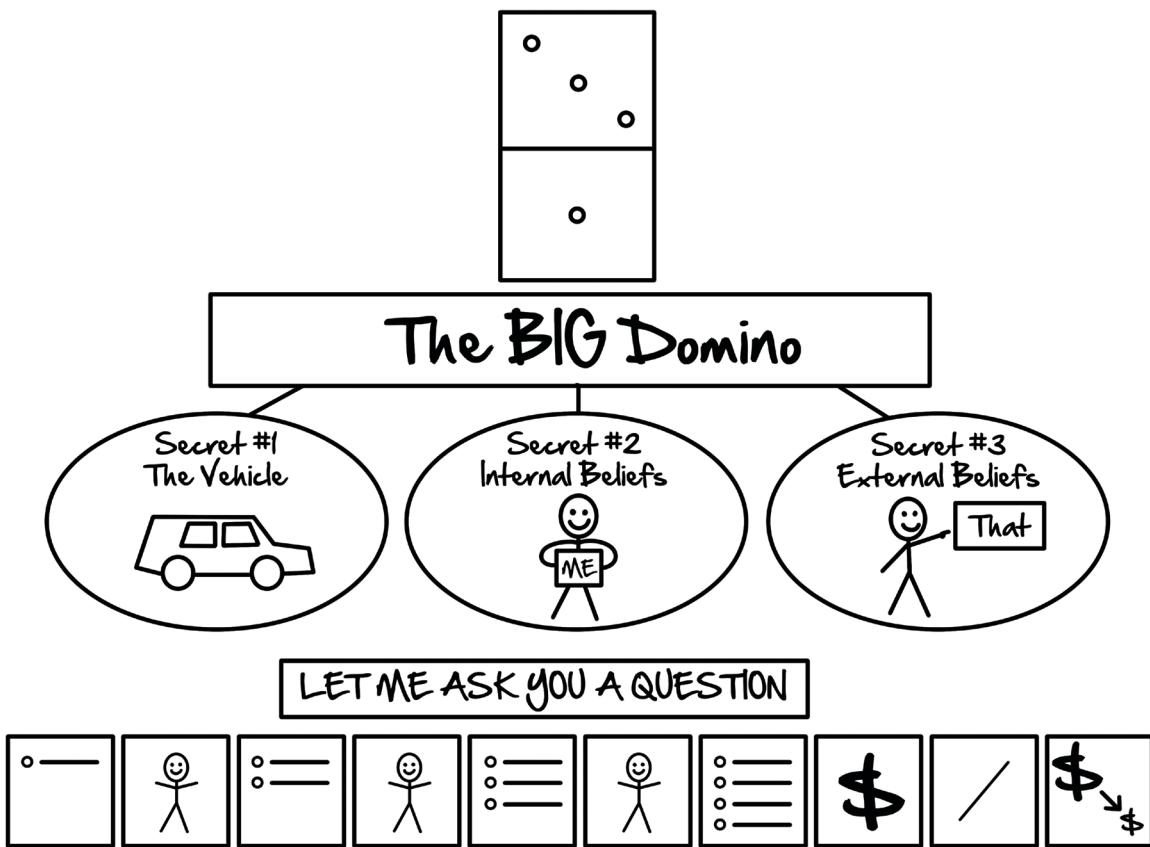


Social Proof/Examples

Share case studies about how others have used this framework to achieve the transformation they want in their lives.

The Perfect Webinar Framework

Now you're ready to craft YOUR perfect webinar.
Here's the only framework you need for success:



"Every product has one Big Domino, One Thing that will knock down all the smaller objections and resistance. If we can get people to believe in that One Thing, then they will have to buy it."

Inside every perfect webinar there are four stories you have to tell in order to get people to buy.

Story 1: The Origin Story



FIRST 15 min. of your presentation

This is your chance to share your journey from where they are to where they want to be, using your new opportunity (*tool, membership program, training, etc.*)

Story 2: The Vehicle Story



SECOND 15 min. of your presentation

This is a story showing how using the vehicle of your new opportunity *led you to the outcome THEY desire.*

Story 3: Internal Belief Story



THIRD 15 min. of your presentation

This is a story explaining how you broke through a *false belief about YOURSELF* in order to attain the goal your new opportunity guarantees.

Story 4: External Belief Story

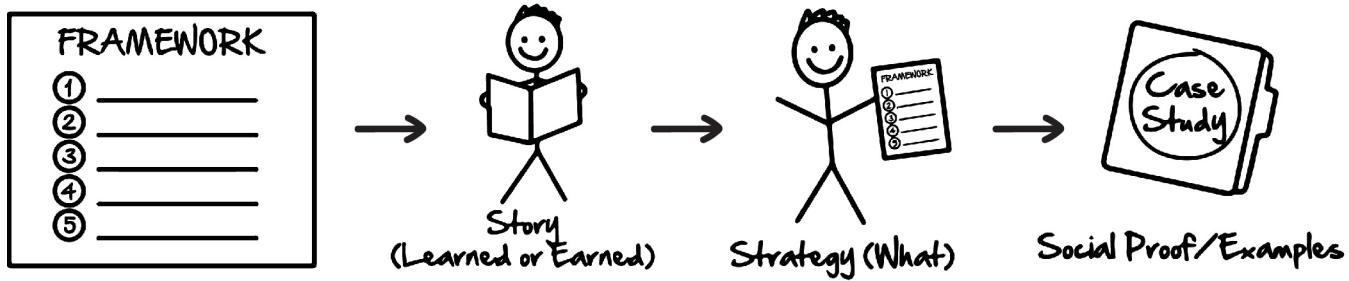


LAST 15 min. of your presentation

This story helps them understand how you (or a client/customer) was able to see *through* a false belief about some external barrier to success by using your new opportunity.

Review your framework and add social proof.

*Remember: DON'T share the tactics in this presentation
- that's what they are buying.*

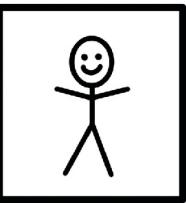
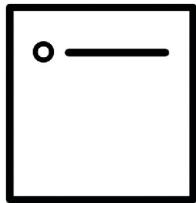


Well done! Now it's time to move on to the last part of your Perfect Webinar: The Stack and Close!

Stack & The Close Framework

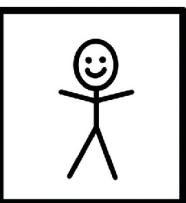
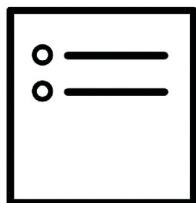
The Stack

The last step in your perfect webinar framework is to ask for permission to present an irresistible offer and present it through a “**Stack**”. Your “Stack” is composed of your entire offer presented at once, just before your price.



STEP 1:

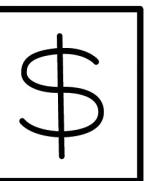
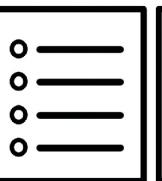
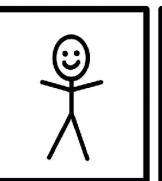
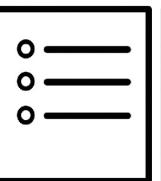
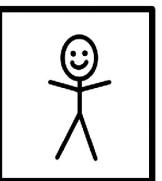
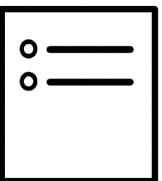
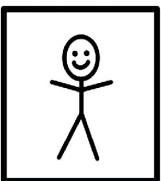
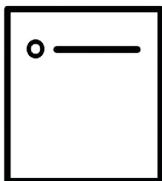
Show your stack slide with offer #1 and talk about that offer.



STEP 2:

Show your stack slide with offer #2 added to offer #1 and then talk about offer #2.

STEP 3: Repeat Steps 1 and 2 until you’re finished with all offers and bonuses and ready to transition to your close.



The Close



Transition from the stack to the close by asking permission. Remember, always pause after you ask and allow them to answer you.

Example: "I just gave you my heart and my soul and showed you exactly how to do this, it is okay if I show you an offer I put together to help you know exactly what to do to achieve [xyz transformation]?"



Present the offer using assumptive language ("What You're Going To Get When You Buy Today...") by giving everything away for FREE...even if it costs a ton of money.

Example: "If you invest in XYZ training, you'll get 6 months of XYZ thing for FREE! Who wants 6 months of XYZ for FREE??"



Introduce constraint... so that you can take off the constraint later as a bonus.

Example: "Our premium members have x# of doodads and x# of other doodads!"



Explain what they'll be able to do with all that they are getting in your offer.

Example: "With XYZ you'll be able to do this...and this...and THIS!!!"



Explain what they'll be able to STOP doing or paying for.

Example: "This is all that you'll be able to STOP doing or paying for! Actually, the average XYZ client/customer/user is able to get \$1,000 dollars back every month because of all they no longer need to use when they use our product(s)!"



Show them how much they'd have to pay for everything you just eliminated in the last step.

Example: "If you had to pay for X and Y and Z and A and B and C for the next 6 months you'd have to pay \$\$\$! Imagine if I gave you all of that for FREE for the next 6 months AND made your life easier by allowing you to get rid of all of it?!"



Address questions and concerns preemptively.

Example: "What will happen after XYZ months?" "Don't worry. I care about you and won't be charging you an arm and a leg after 6 months. If you purchase today on this webinar, you'll get a x% discount for the remainder of the year after your 6 months is up!"



Reiterate the offer.

Example: "You'll get this and this and this and this for free for this long!"



Testimonials and trial close. Not a video. Give someone a quote and ask "is this true"? Then create a slide with an image. Use these testimonials to bust all objections.

Example: "Let me introduce you all to Mary. Mary was just like you and me (tell her origin story) and she used my program, tool, etc...and now this is her life/result. Isn't that awesome? Can you see how it doesn't take XYZ internal objection to achieve this success/result? Does that make you nervous? Isn't that exciting?"

NOTE: Trial Close: Ask questions where the answer is always yes. Sprinkle these into your presentation every chance you get. You want to see those heads nodding. "Are you guys getting this?"



Restack the offer with totals and talk about your bonuses.

Example: "What else do you need? I've got you!"



Repeat the last two steps until you have your whole stack/total.



Convince them your offer is worth the whole amount (10x the actual offer amount) by using "if all" statements.

Example: "Now, obviously I'm not going to charge you [the total amount in your stack slide], but let me ask you a question, if all this product/program/service would do was..... Would it be worth the total amount?"



Get your audience to agree to the pricing model you chose:

Example: "I had two options when finding a price for this offer: I could make this the cheapest tool available and sell as many as I could (which wouldn't incentivize me at all to continue doing this, would it?). But I wouldn't be around very long and I want to support you for the long term. Or, I could price it to where it requires a little more investment (but in exchange I can devote more resources to guarantee your success)."



Price anchoring. Get them to show the value of the offer TO THEMSELVES.

Example: "How much is XYZ result worth to you? How much would you pay to get that one perfect funnel? How many of you would give me \$25,000 for this funnel? What if I told you that this one funnel has made 2 Million dollars in the past 6 months? Now who would say this funnel was worth \$25,000?"



Transition to the final price reveal.

Example: "So this is worth [big price] but because [pick any reason] I am going to offer this to you for XYZ smaller price."

DON'T STOP HERE. KEEP SELLING.



Rationalize the price while pushing their decision out with a guarantee and promise this is not about you, it's about them.

Example: "If you're here today you know something needs to change. You are backed by my 100% money back guarantee. You can sign up right now, use it as much as you want for 30 days and if you don't think it's worth it, I'll give you your money back. All of it. You don't need to make this decision right now, you have 30 days..."



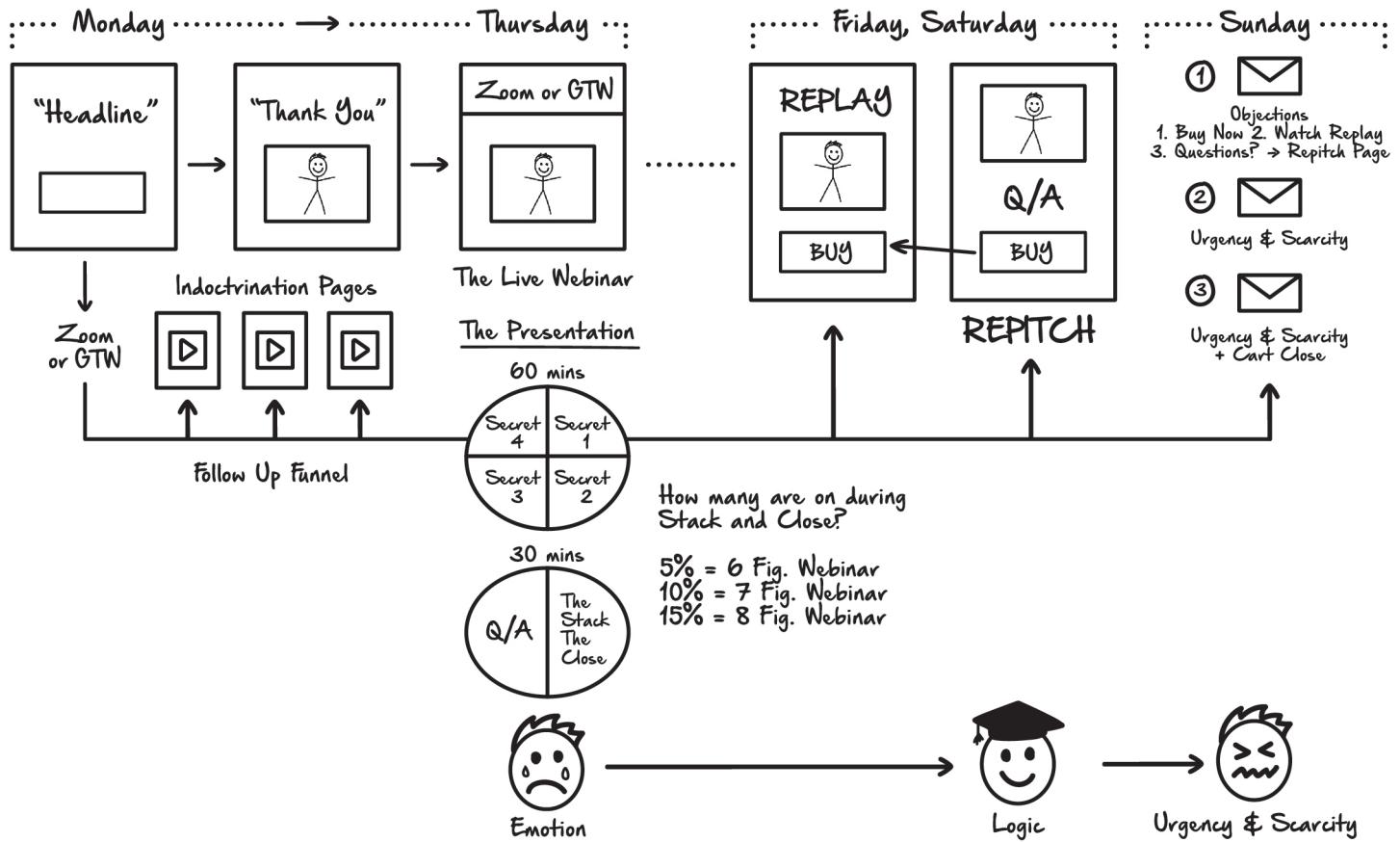
Restack your offer. Add some urgency and scarcity.

Example: "For the first 50 people who purchase, we are going to give you these insane bonuses. If you know this is for you, open up a new browser, Safari, Chrome, Firefox... and type in www.xyz.com and hit that BUY NOW button right now."



(Optional) Offer financing options. Slip into Q and A. Add a 30 min countdown timer and plan your questions ahead of time. When the time is up, end the webinar and take a deep breath while you check your stripe account and celebrate!

Perfect Webinar Funnel



Webinars are like stage presentations but infinitely more scalable. Imagine making hundreds or *thousands* of sales in one evening... and then going home to your family that same night!

On the next page, you'll see the webinar framework that has been proven to work over and over and over again...

Live Webinar

Recommendation: Do a live webinar at least once a week until you have made about 1 million in that funnel, then think about switching things up and trying an automated webinar.

Tools:

GoToWebinar, Zoom

Landing Page:

Remember to keep the headline curiosity based to increase registration and showup rates.

Thank You Page:

Goal: To get your audience super excited about showing up for your webinar. Add a video here with lots of passion and testimonials and curiosity based copy to build their excitement!

The FollowUp Funnel:

Goal: To increase showup rates by reaching out to your audience on multiple platforms (Facebook Messenger, email, text message, etc...) and sending them to your Indoctrination Pages.

Indoctrination Pages:

Goal: Short videos to keep your audience interested and excited to show up to your live webinar. These Letpage are great opportunities to preframe and introduce your audience to yourself, your business, and the opportunity you are presenting in your live webinar (careful not to give it all away).

The Live Webinar:

Here's where the magic happens, your live broadcast page on either Zoom or GoToWebinar. We're appealing to emotion in this stage of the funnel.

Spend the first 60 minutes working through your 4 secrets and the next 30 min with your Stack and Close. Then spend a full 30 min on Q and A (pre-selected questions based on your audience's biggest objections to the sale) and restating the CTA after every question.

Replay Page:

Your audience now has another opportunity to purchase.

Repitch Page:

Here is your chance to repitch your We usually catch our logical purchasers here. Q and A sessions work great here. Work through their logical objections to the sale.



***Grab your free Live
Webinar Funnel***



***Grab your free Automated
Webinar Funnel***

Mimic your Live Webinar exactly but instead of a Thank You Page, add a broadcast room (or give the option of watching the webinar in 10 min).

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click funnels