



ONE

**WEBINAR AWAY
CHALLENGE**



DAY 1

The 5 Webinar No No's

DAY 2

Building a Client-Attracting Webinar

DAY 3

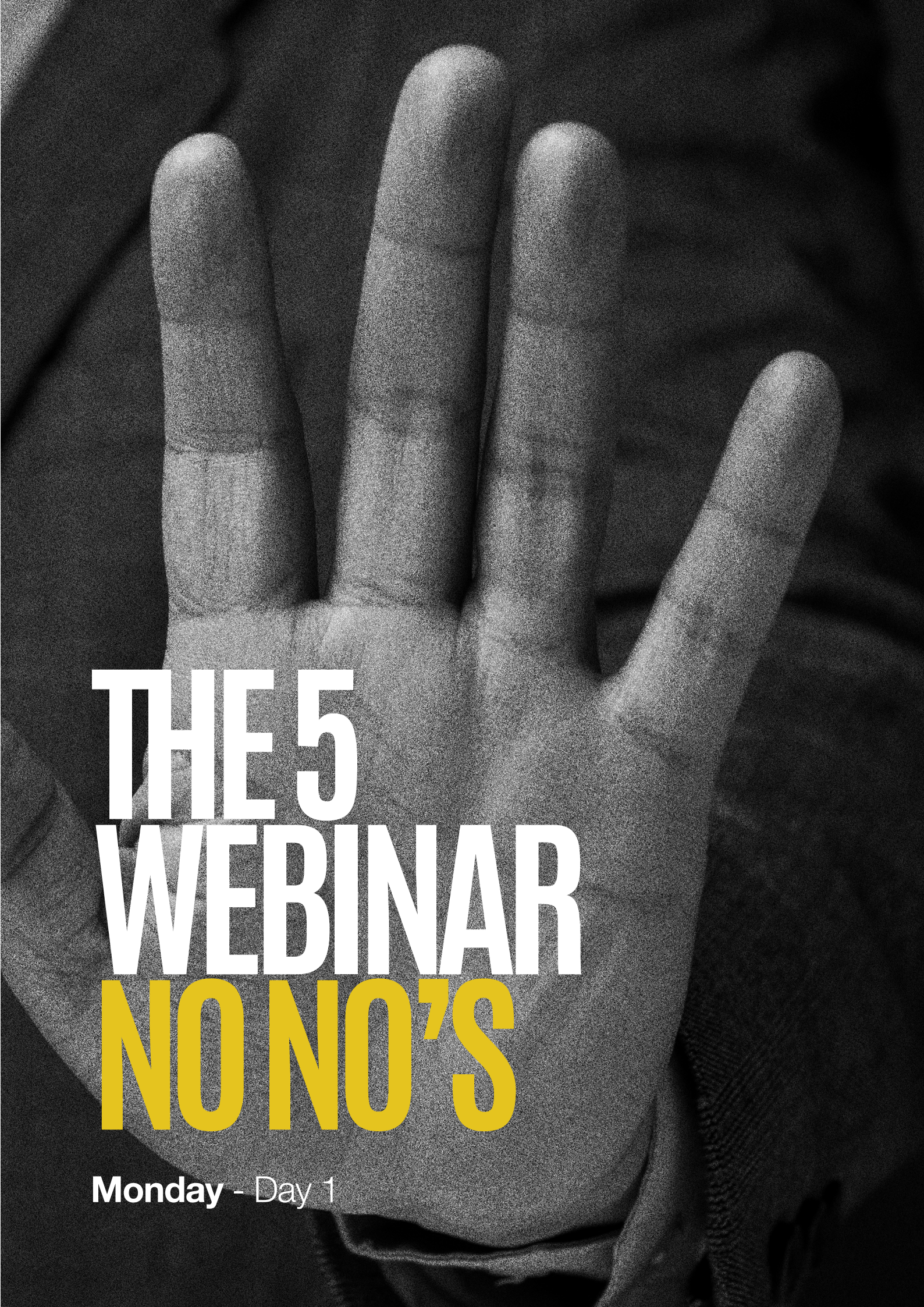
Creating Premium Offers

DAY 4

The Ultimate Tool for Leverage and Scaling

DAY 5

Delivering A Persuasive Presentation



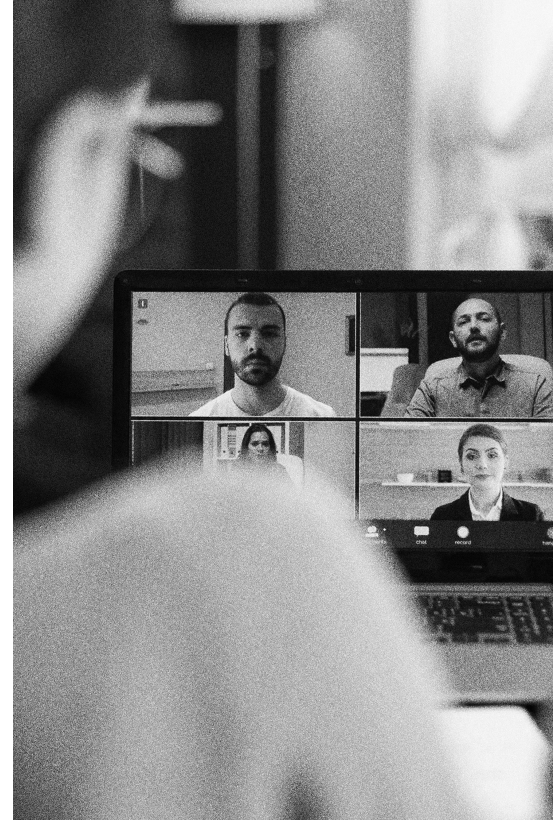
THE 5 WEBINAR NO NO'S

Monday - Day 1

Definitions:

WHAT IS A WEBINAR?

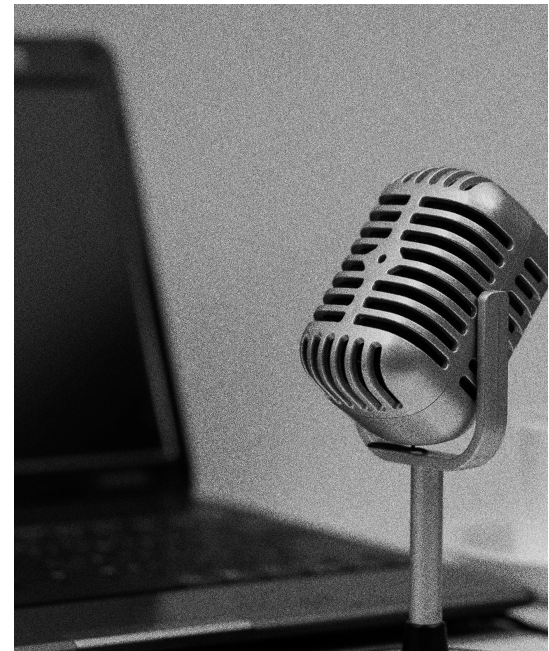
The word 'webinar' is a blend of 'web' and 'seminar'. A webinar is an event held virtually which is attended exclusively by an online audience. This distinguishes it from a webcast, which also includes the presence of a physical audience.



WHAT IS A WEBCAST?

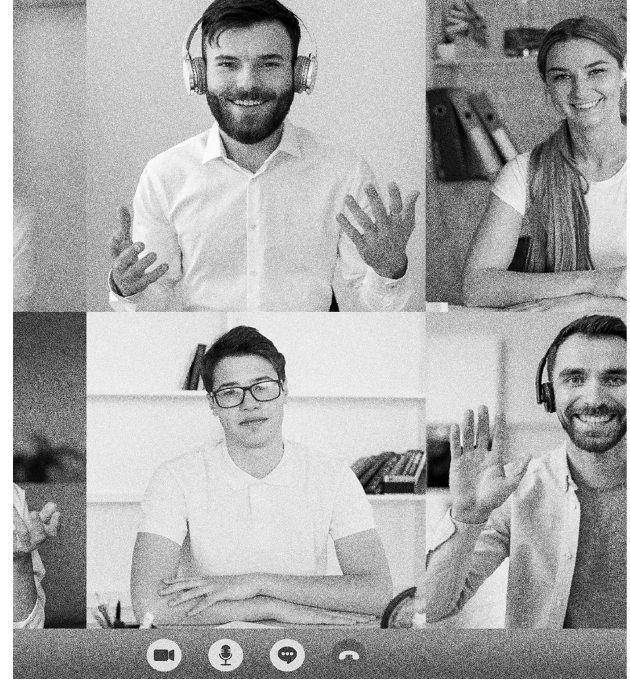
A webcast is a (live) online broadcast of the audio or video feed from your meeting or event. Terms such as web event, web lecture, virtual event, online seminar or webinar are also often used. But a webcast is different from a webinar or online seminar in that a webinar is 100% online, whereas a webcast is the online broadcasting of an existing physical event.

Other terms used as alternatives for webinar are web event, online seminar, webcast, web lecture and virtual event.



WHAT IS A ZOOM MEETING?

Zoom Meetings are designed to be a collaborative event with all participants being able to screen share, turn on their video and audio, and see who else is in attendance. Webinars are designed so that the host and any designated panelists can share their video, audio and screen. The host can also unmute attendees.



WHAT IS A CHALLENGE EVENT?

A Challenge is simply a series of classes, tutorials, or steps, presented by you, that helps the participant build their skills and expertise in a certain area such as marketing, personal development, sales, relationships, health etc.

Essentially, these challenges are broken into five segments (or six or thirty or however many you prefer; five is just a popular choice), each delivered on a day-to-day basis. They often consist of simple tasks that introduce a topic, expand on the topic, and give viable solutions to the problem.



Why Webinars???

Webinars obey the Speed of Trust Law

WHAT IS THE SPEED OF TRUST:

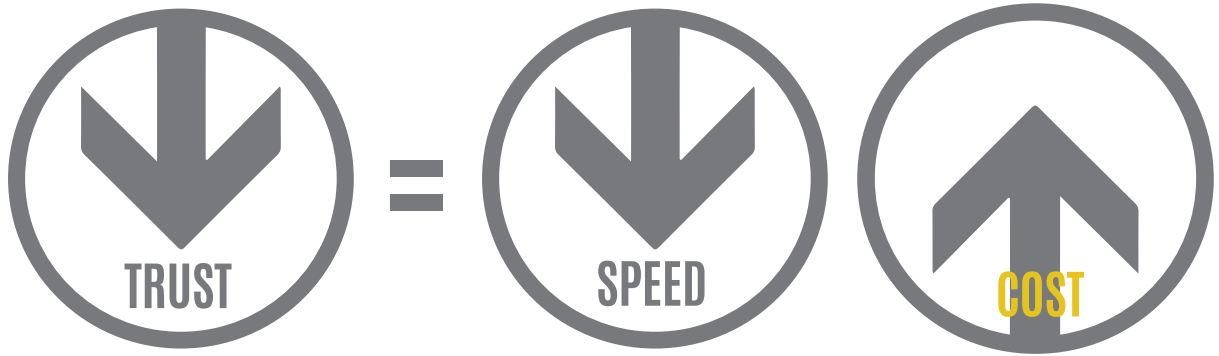
Steven Covey says, “When trust goes up in a relationship, or on a team, in a company, in an industry, with a client, with a customer—speed goes up with it and cost comes down. Everything happens faster and everything costs less because trust has been established. That's a dividend, a high-trust dividend.

When you don't trust someone or something guess what that cost feels expensive.

**“The transfer of money cannot
happen without a transfer of trust.”**

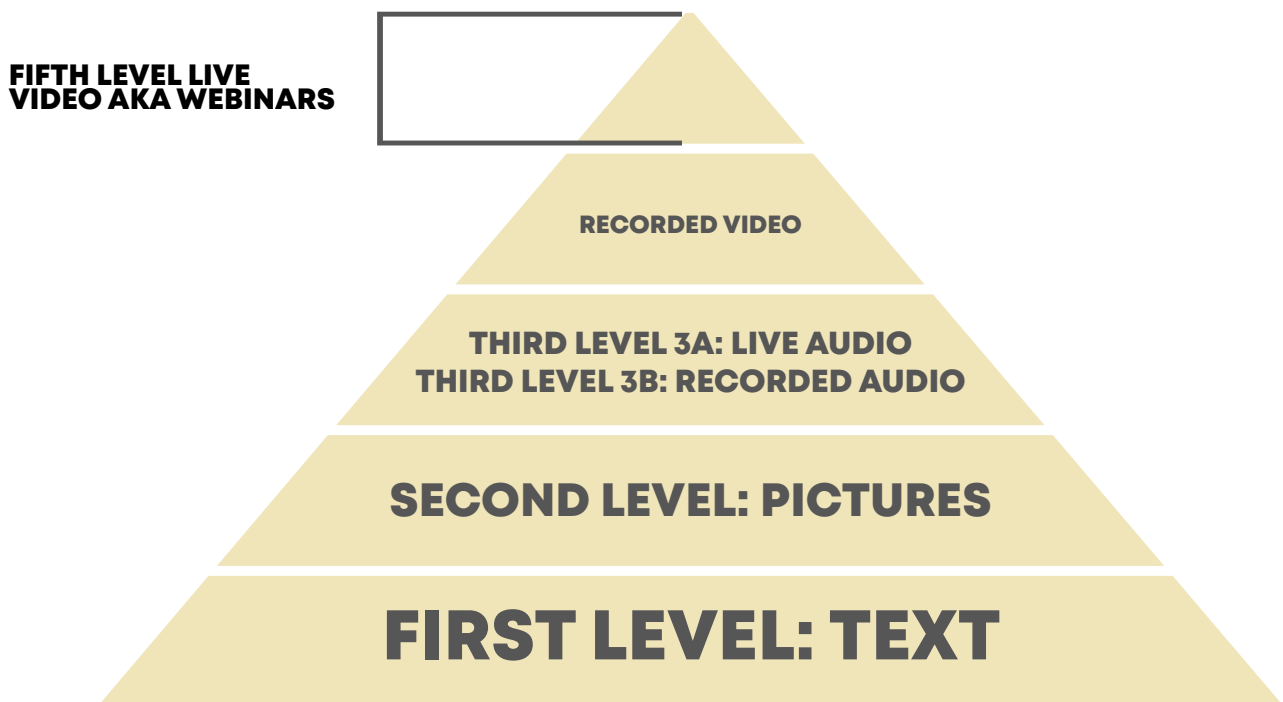
- David D. Simons





Increase The Speed of Trust Through Three Ways 1. Your Person 2. Your Proof 3. Your Platform

THE HIERARCHY OF TRUST ONLINE



Learning, one of the best ways to learn is to first go over the wrong ones, the mistakes and the issues before hand then you go over what you need to learn from that.

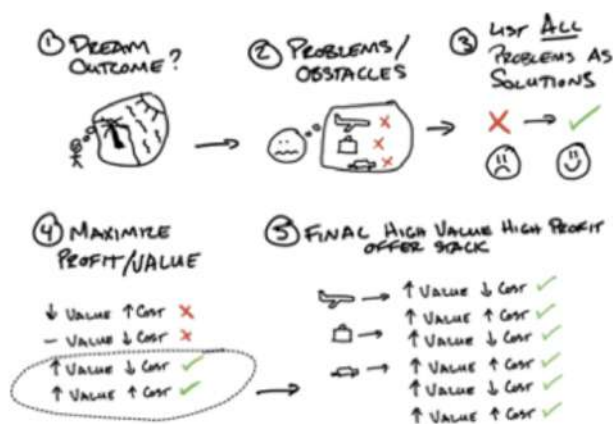
Deconstruct wrong patterns. Construct New patterns Reconstruct Patterns in a way that you can adapt to.

1. Not Over Teaching

Problems with Over Teaching:

- a. You are not there to teach them everything you know 60-90 minutes
- b. You will overwhelm them
- c. You will confuse them

2. Not Having a No Brainer Offer

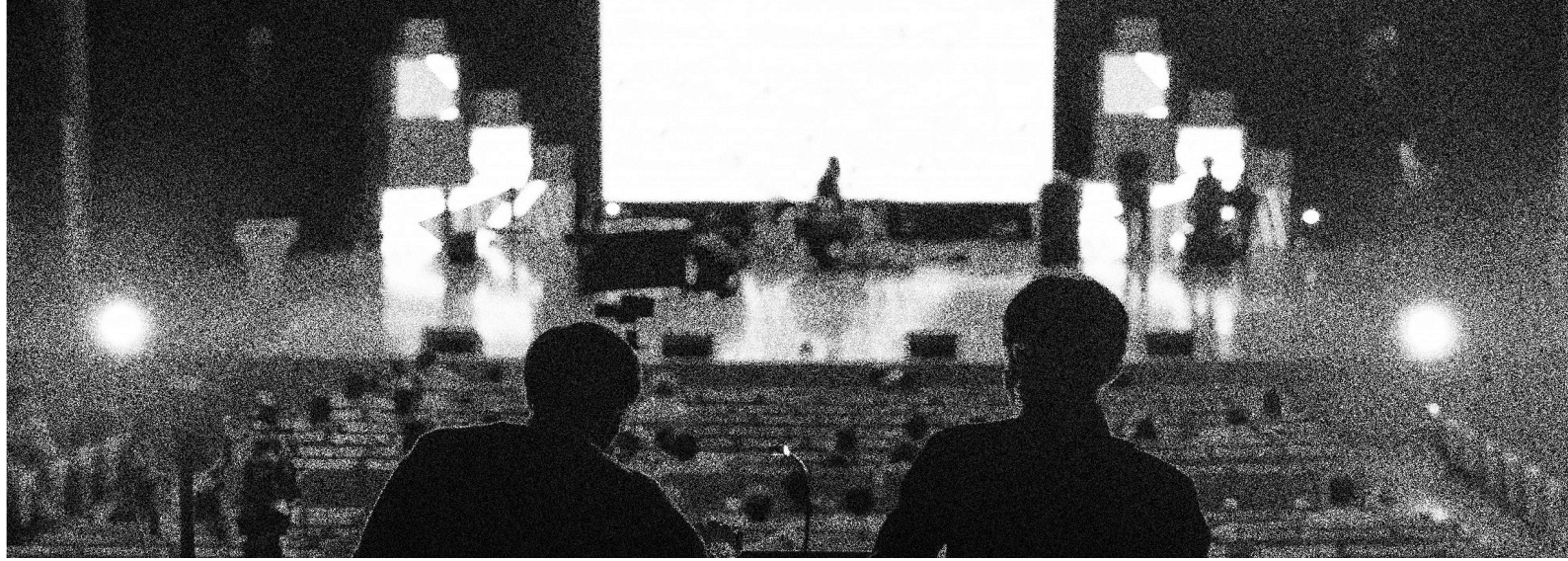


Your offer must be so good they feel like I would be stupid if I don't take advantage of this

1. What is their end goal?
2. What are the problems or obstacles in their way
3. What are all be problems listed out as solutions
4. How can you solve those problems with maximum value and the least amount of cost to you
5. Stack it with high value and high profit

3. Not Using A Webinar to Break False Beliefs

- What is really stopping people? Think about all of those things that are stopping people from buying your offer? LIST THEM OUT:
- What are false beliefs that most people are believing. LIST THEM OUT:
- Destroy all of the beliefs holding them back LIST THEM OUT:
- Rebuild new beliefs that are supportive to who they need to become and what they can become. LIST THEM OUT:
- Show a simple and easy process that they can do and make it doable. WRITE THIS OUT:



4. Not Having a captivating Bribe to Keep Attention

- A bribe at the beginning that is of high value will give your audience great value and also incentivize them to stay throughout the presentation.
- A bribe should be tied to your brand in some way
- A bribe should be valuable enough that people would pay for it

5. Not Creating A Sales Engagement Strategy Energy

- Low energy in the beginning will lead to low engagement
- High energy in the beginning will lead to high engagement
- Keep high energy through the presentation
- 10X the Energy that you would have in person when you are online
- Stack the Yes's
- Not stacking the value
- Keep the engagement high by asking them to participate in the chat
- Not giving a comparison to the offer
- Not having an idea of peoples top questions
- Not asking for permission to sell

Bonus: Not having a Bold Promise

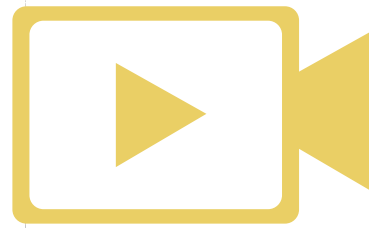
- Your webinar must have a goal
- You should have a promise that you deliver on
- Leverage the 3 T Method

HOMework



- 1.Create A Lead Magnet Headline**
 - 2.Write out the parts of your Lead Magnet**
 - 3.Post A Video Testimony In The FB Group About Your Experience with the challenge and if you would recommend it others.**
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Resources:

<https://tweakyourbiz.com/title-generator>

Google Classroom (VIP's You will be sent access)