



ONE

**WEBINAR AWAY
CHALLENGE**



DAY 1

The 5 Webinar No No's

DAY 2

Building a Client-Attracting Webinar

DAY 3

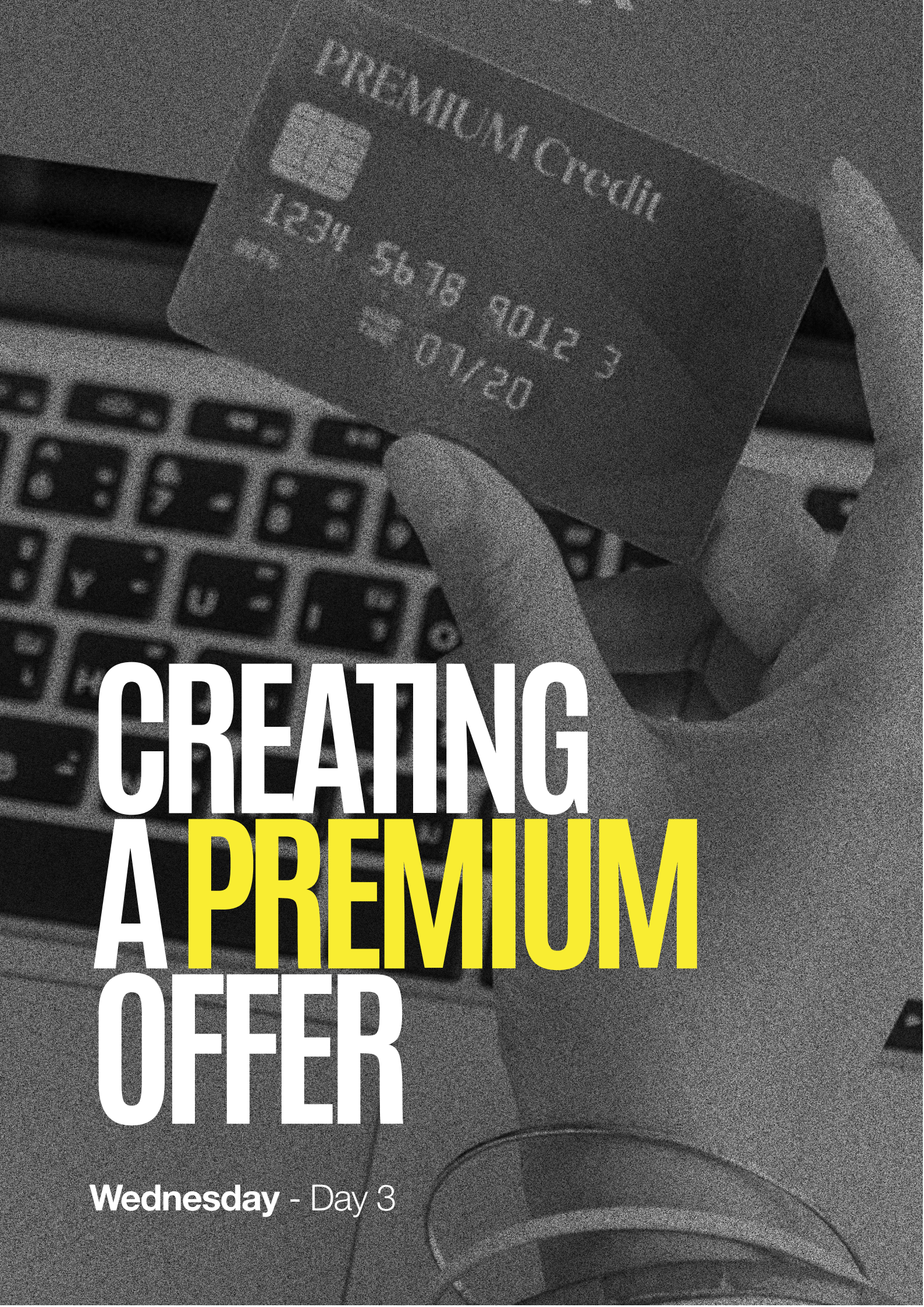
Creating Premium Offers

DAY 4

The Ultimate Tool for Leverage and Scaling

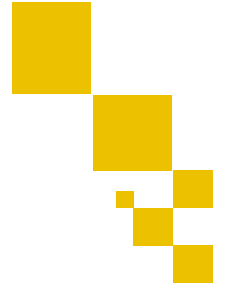
DAY 5

Delivering A Persuasive Presentation

A grayscale background image showing a hand holding a credit card over a calculator. The credit card is tilted and has the text "PREMIUM Credit" at the top. Below it, the card number "1234 5678 9012 3" is visible, followed by the expiration date "02/10 07/20". The calculator is partially visible in the lower left corner.

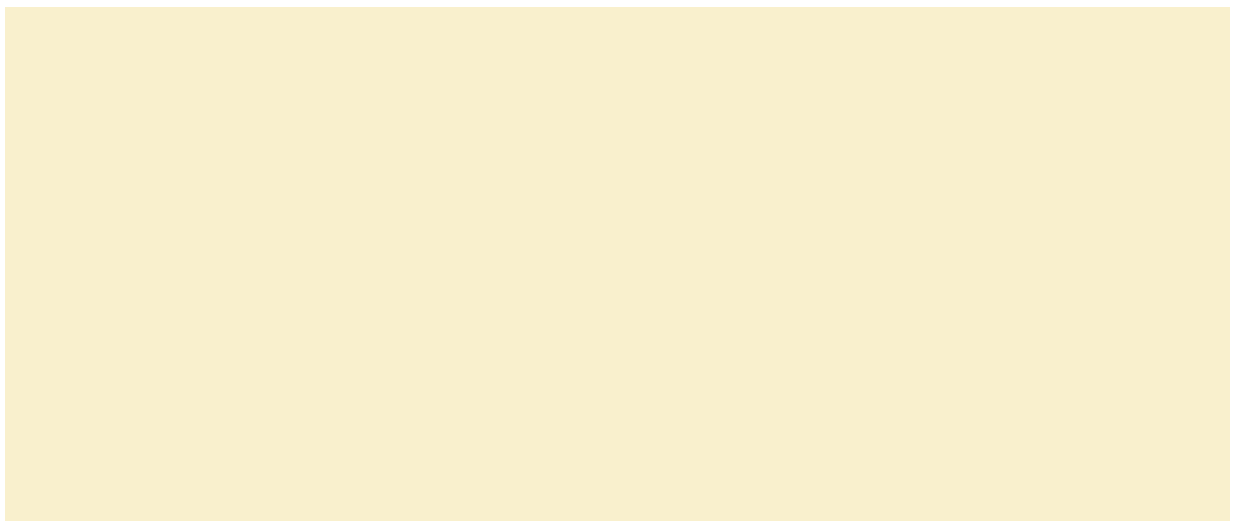
CREATING A PREMIUM OFFER

Wednesday - Day 3

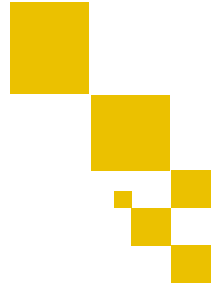


WHAT IS AN OFFER?

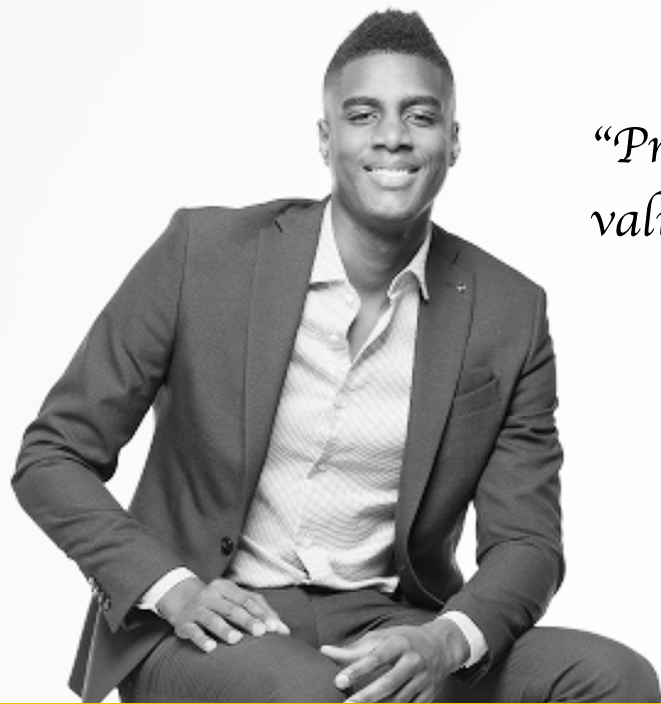
Offer - The opportunity you give a potential client to exercise their desire to buy (or otherwise obtain) the thing or things that you helped them realize they've desired all along, at the price that you previously decided on and they have subsequently agreed to; which they now expect to use to make their experience of life exponentially better!



WHAT IS A PREMIUM OFFER?



A Premium Offering is created from Premium Value and the Value is created by focusing on the most beneficial elements for the those you serve. A premium offering is not sold based on price but instead through value.



*“Price is only an issue when
value is not explained.”*

- Nehemiah Davis

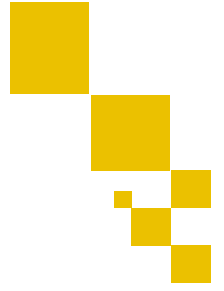
**CRAFTING A PREMIUM OFFER IS THE MOST
IMPORTANT ELEMENT OF YOUR WEBINAR!**



WHAT IS A PREMIUM ONLINE PROGRAM?

It is taking your knowledge or expertise and developing it into a high value group coaching program that is delivered online. A Premium Online Program is not a static course it is a hybrid of live coaching/instruction and on demand content.

PREMI  **M**
— ONLINE PROGRAMS —

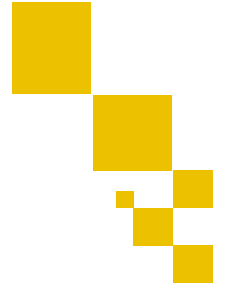


What Blocks People From Charging A Premium Offer?

1. People Doubt Their Value Confidence Account Exercise

2. People Struggle with Selling Premium Because They Think Selling is Sleazy

3. People Think Premium Pricing is About Them



4 Principles to Earn More

1. If you believe in what you provide you have a MORAL obligation to sell it!

2. Competing on Low Price is a Disservice to Your Ideal Clients

3. Success in Revenue is 80% Mindset and 20% Methodology

4. It Takes the Same Energy to Swing for First Base as it does to Swing for a Homerun

**“KEEP YOUR THOUGHTS POSITIVE BECAUSE YOUR THOUGHT
BECOME YOUR WORDS.
KEEP YOUR WORDS POSITIVE BECAUSE YOUR WORDS
BECOME YOUR BEHAVIOR
KEEP YOUR BEHAVIOR POSITIVE BECAUSE YOUR BEHAVIOR
BECOMES YOUR HABITS
KEEP YOUR HABITS POSITIVE BECAUSE YOUR HABITS
BECOME YOUR VALUES
KEEP YOUR VALUES POSITIVE BECAUSE YOUR VALUES
BECOME YOUR DESTINY”**

Mahatma Gandhi



Reflection Question #1: How did you get the beliefs you have today?

Reflection Question #2 Who taught you about money? What wrong beliefs did you inherit that are not serving you?

Reflection Question #3 What stories have you told yourself to hold you back from a 6 figure or 7 figure business?

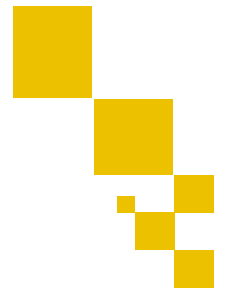
Reflection Question #4 What is the highest price you've invested into yourself?

Reflection Question #5 What is the highest amount you have charged for a service? What is the highest priced offering you have now?

ACTION ITEM:

Go have a premium experience today! Get the best car wash option, Go to whole foods, Go get the premium pedicure or facial, Get the upgrade, Go park valet, Order fast delivery on Caviar/Door Dash, Get the Premium Uber

CREATING THE PREMIUM OFFER



1. Write out the Dream Outcome Your Clients want:

(More money, time freedom, better health, break fears, less stress, more time with their families)

2. Write out every problem/obstacle your client is facing now that is stopping them from their desired goal:

3. List all those problems as solutions into your offer:

4. Maximize profit and value by writing by listing how you can give tremendous value:

- ☐ High Value: meaningful, fast, easy, and believe they can do it and enjoy it
- ☐ Low value: not meaningful, slow, hard/complex, not interesting and don't believe they'll like it
- ☐ High cost: requires people to scale
- ☐ Low cost: can scale without people but with up front effort instead
- ☐ Remove all items that are NOT high value
- ☐ Keep only a handful of High cost high value, and everything else should be high value low cost
- ☐ Start with something that is less scalable (more high cost high value) to get people to say yes and begin monetization

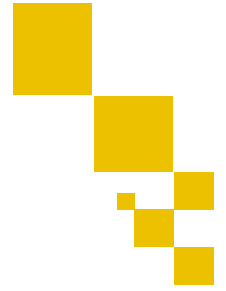


List everything that is high value and high cost as well as high value and low cost. Write out the pricing that makes sense

Package the offer and ask yourself what is missing and what rebuttal would someone have to your offer and answer them before hand.

Make sure someone gets at least 5X-10X the value by taking your offer

HOMEWORK



1. Answer the 5 Reflection questions
2. Go have A Premium Experience in some Sense TODAY!!!
3. Craft Out Your Premium Offer for your Webinar
4. Post a Video Testimony about any breakthrough you've had in the challenge
thus far and if you would recommend it to others.