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

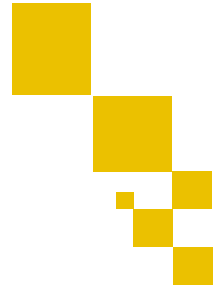The Ultimate Tool for Leverage and Scaling

DAY 5

Delivering A Persuasive Presentation

THE ULTIMATE TOOL FOR LEVERAGE AND SCALING

Thursday - Day 4

WHAT IS LEVERAGE?

Anything that boosts productivity by increasing output value relative to input cost.
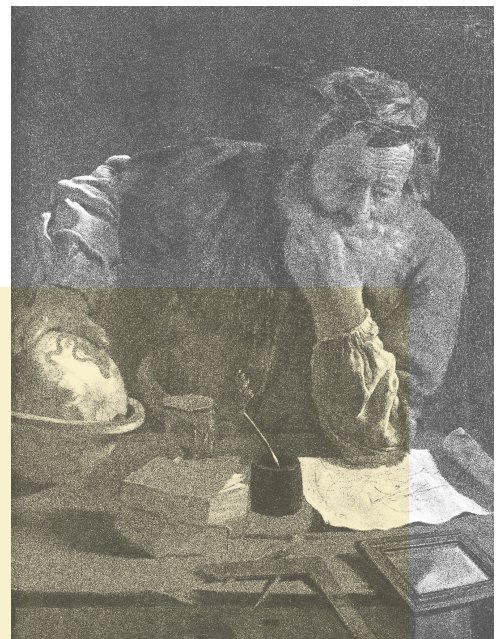
A Dentists hires a dental assistant
A Writer learns how to type faster
A Student learns how to learn more effectively

Give me a lever long enough and a fulcrum on which to place it, and I shall move the world.
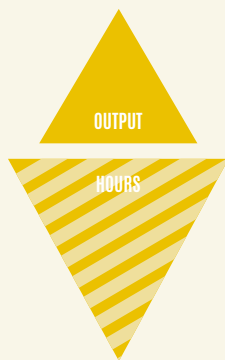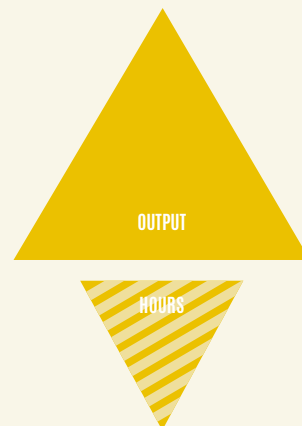
- Archimedes

FACTS
ABOUT LEVERAGE:

It's Infinite
It's unaffected by time
Its the only way to experience true time freedom

We need to switch from "Work Ethic" alone to "Leverage Ethic"

OUTPUT

HOURS

TIME FOCUSED

OUTPUT

HOURS

LEVERAGE FOCUSED

WHAT IS SCALING IN BUSINESS?

Scaling is when you add revenue at a faster rate than you take on new costs. Processes "that scale" are those that can be done to the masses without extra effort - if I send an email to 10 people or 1 million, my effort is essentially the same.
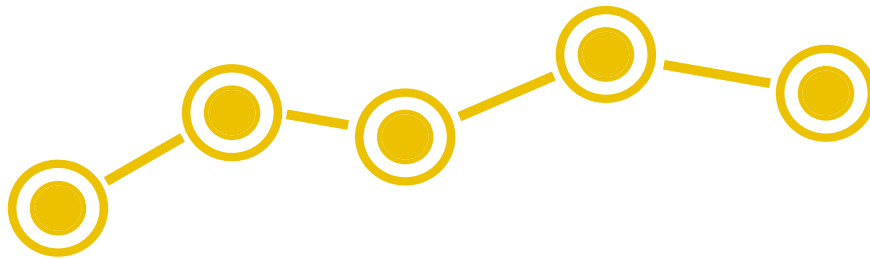
# WEBINARS ARE THE ULTIMATE SCALING TOOL AND LEVERAGE FOR YOUR BUSINESS:

Here are 5 Reasons Why:

1. You are serving One to Many
2. As you generate revenue you can reinvest to serve more and more people
3. In addition to doing webinars live you can create systems for webinars to be automated
4. Webinars allow you to Follow up at scale
5. Webinars allow you to build your authority and sales at the same time

STEPS TO WEBINAR SUCCESS

1

Understand the 10,000 Foot View of the Entire Process
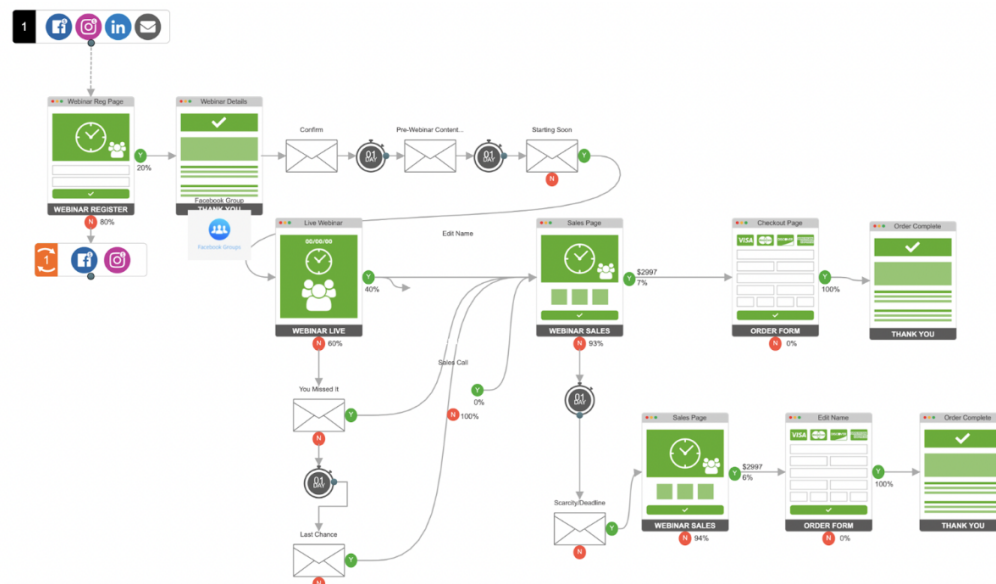
2

Create Assets for Each step of the Process:

Landing page Copy
Ad Copy & Headlines
Promotional copy for social media organically
Lead Magnets
Slides
Webinar Graphics
Email copy
Text Message Copy

Primary Text:

The easiest way for high-level coaches and entrepreneurs to leave money on the table is by not consistently doing webinars 🤷.

No matter what you're selling, webinars remain king. 👑

There is simply no better way to present, offer, and sell than webinars.

Over the past few years, we've helped entrepreneurs like you pitch their services, programs, and courses through webinars with an enormous success rate 📈.

And in our upcoming free training, you will learn:

✅ How to script the perfect webinar.

✅ Preparing and presenting 6 figure webinars.

✅ How to pitch your idea and profit massively.

Stop leaving all this untapped revenue behind. Click on the link below and learn How To Win With Webinars, completely for free 👇

<>

[Video or Image appears here]

Headline Option 1 (40 characters or less):
Free training reveals how to profit with webinars

Headline Option 2 (40 characters or less):
Are you guilty of this mistake?

Description (30 characters or less):
Sign up for our FREE training

3

Funnel Development

Design the funnel
Input the copy
Setup Your Webinar system
Ensure the connections are set and tested
Make sure the flow for email and text messages are set

In this content-rich training you will learn the following:

✓ You Will Learn The Importance Of Distributing Your Expertise Online
✓ The Top Mistakes People Make When Sharing Their Knowledge
✓ Learn The Most Powerful Force In Media
✓ How To Create Once & Get Paid Repeatedly
✓ Three Proven Strategies to Gain Attention in your Market

Reserve Your Spot →

4

Promotion

Start promoting organically through email and social media
Setup your ads
Run the ads

5

Deliver A persuasive Presentation

Leverage the Proven Webinar Model
Practice the Presentation Multiple Times
Present Your Offer
Answer Questions

HOMEWORK

1. Fill out your application (No money accepted at this time)

2. Review The Funnel Map

3. VIP's (Create A Test Run for Your Webinar) GA's Write out Your Process or Technolgy you will use for the Webinar

4. Post A video Testimony of your experience today and if you would recommend the challenge to others.