



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

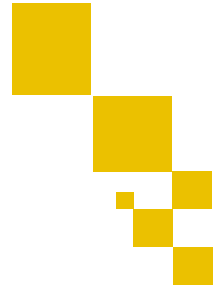
DAY 5

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.

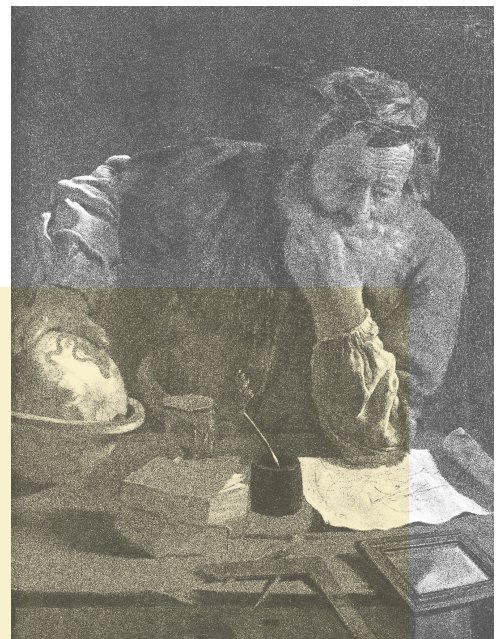
A Dentist hires a dental assistant

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

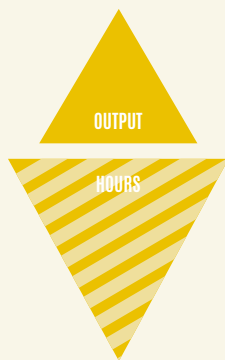




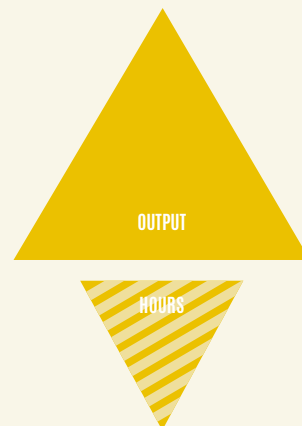
FACTS ABOUT LEVERAGE:

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

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



TIME FOCUSED



LEVERAGE FOCUSED

Sources of Leverage

Some common ways to increase output value relative to your input cost



Flow

Enables you to work less hours, producing greater output.



Prioritization & Elimination

ID and double down on the highest yield activities.



People

Ask "who?" not "how?".



Rule Based Decision Making

Decide once, apply endlessly.



Systems

Build once, use forever.



Learning

The right knowledge enables you to do more with less.



Technology

Code once, use repeatedly.



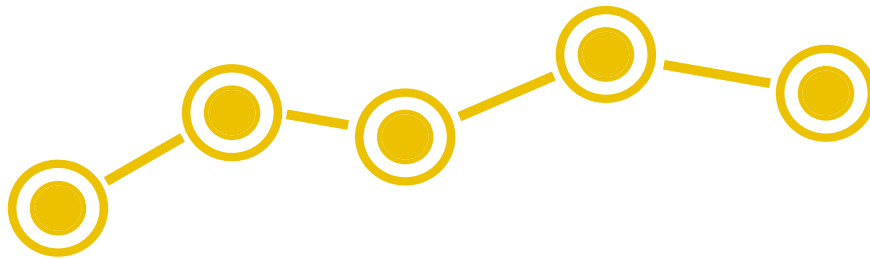
Skill Development

Get more output for every unit of input.

© THE FLOW RESEARCH COLLECTIVE

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:

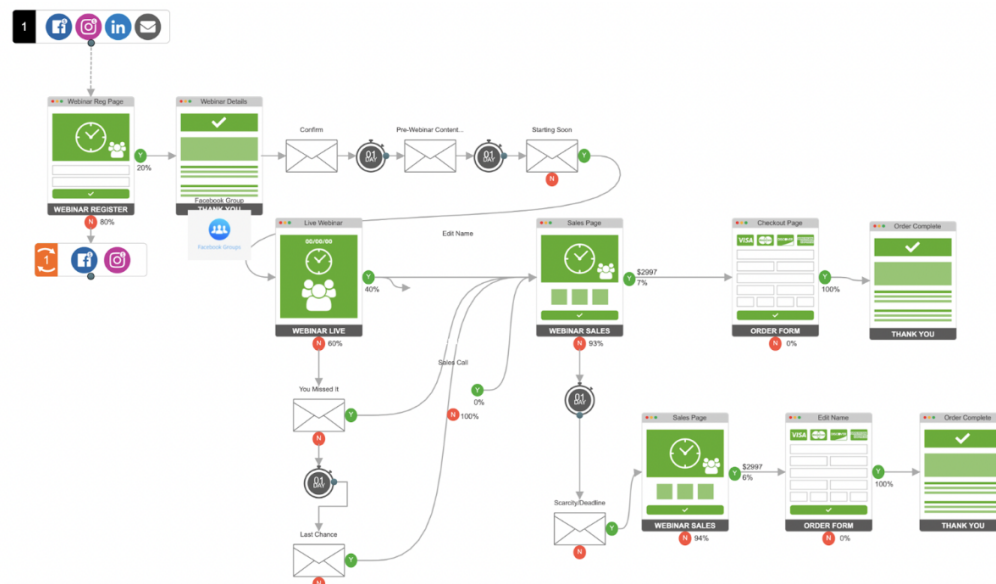
Here are 5 Reasons Why:

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

The screenshot shows a webinar registration page with a dark blue background. At the top, a light blue box contains the text "HOW TO TURN YOUR EXPERTISE INTO AN ONLINE COURSE" in bold, black, uppercase letters. Below this text is a circular image of a man in a blue suit sitting in a green armchair. To the right of the image is a yellow button that says "CLICK BELOW TO REGISTER". Below the button is a "LIVE" logo with a signal icon. Below the light blue box is a dark blue box with the text "FREE ONLINE TRAINING: For Speakers, Trainers, Coaches and Experts". Below this is a yellow button that says "Reserve Your Spot →". Below the button is the text "Click here to Reserve Your Spot". At the bottom of the page is a light blue banner with logos for KINGDOM SOCIAL MEDIA, YAHOO!, TOGETHER, SOSHABLE, DELL, Hootsuite, Entrepreneur, and CBS. Above the logos is the text "Helping entrepreneurs discover, develop and distribute their purpose through media".

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


**Kingdom Social Media**
Sponsored · 

Like Page

You Missed it! On the Webinar I shared 3 Game Changing Lead Generation Strategies!

The Good News is that You Can Sign Up Today and Still Leave with these Three Proven Strategies!

Register Here: <http://bit.ly/2sTdH6K>



Hey, We Missed You On The Webinar!

You will learn 3 Proven Systems that we use to get leads for our clients if you...

WWW.KINGDOMSOCIALMEDIA.COM

Learn More

5

Deliver A persuasive Presentation

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



How To Win With Webinars

By: David D. Simons



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 Technology you will use for the Webinar
4. Post A video Testimony of your experience today and if you would recommend the challenge to others.