



Marketing Success
MASTERMIND

The Winning Webinar Structure Template

Introduction

Webinars that sell definitely follow a structure that makes moving from providing information to selling feel natural so that you never have to come across overly salesy.

So how do we do that?

We've isolated 7 elements to a webinar that sells. These elements are all covered in the Webinars That Sell episode of the Content Sells podcast. We recommend you listen to the full episode and then use this structure when creating your own webinar that sells.

The first is not a part of the webinar structure, but is an essential elements of your successful webinar. And getting this right really determines whether your right audience shows up, and the content that they expect to get when they attend.

Your Winning Webinar Structure

1. Choosing a Topic

The topic you choose is really going to make a big difference to how compelling it is for your audience to show up.

It's best to think of the name like a headline — a headline that speaks to your ideal client and tells them, right up front, what the outcome or benefit is for them.

Here are three examples from the HerBusiness library:

- How to Cross the Tipping Point in Your Business
- How to Start a Podcast
- How to Find Your Ideal Mentor

Ensure your compelling topic is relevant to the top of your Marketing Mountain. ie. ensure it's speaking to the target audience and relates to your Ultimate Desired Conversion Activity (UDCA) - the thing you want them to buy.

For naming ideas check out these Content Sells podcast episodes:

- How to Craft an Offer that Sells
- What's in a Name? How to Name Things

2. Introduce Yourself - Position Yourself

There's no need to jump right into your content. In the first 10 minutes of your webinar set the stage for why you're running this webinar, why it's important for the listener, and use this opportunity to get them to know, like and trust you. This is the time to build rapport and make yourself relatable to the audience by sharing your story.

Make a connection. This is also a good time to let them know that you have something for them later in the webinar that they should stick around for.

This is essential. Let them know that you'll give them as much as you can in the time you have together and then later you'll tell them how to get more help. TIP: You don't have to mention what you'll offer. In fact, it's better in most cases not to. Leave the offer for later.



3. Your In the Right Place - Position Your Audience

One thing that works really well in your structure is to let people know right up front that they are in the right place.

Use your own language to let them know if this is right for them by indicating some of the problems that they may be facing...

For example in our mentoring webinar we include statements like:

You are in the right place if:

- You often wish you had a sounding board
- You're ready to ditch the feeling of being overwhelmed
- You're wanting more focus and clarity

Use the statements that would make YOUR audience nod their heads in agreement. Your reasons should relate directly to the promise that was made in your invitation to the webinar.

4. Your Content

Most people want to start here... giving their content. But we really recommend you prepare people for this point by taking the time to do the two previous steps.

The key is to give generously before you ask for the sale. The information should be complete and useful.

And, remember this is a webinar - so in order to hold the audience's attention you want to be sure to include:

- Engagement strategies like comments, polls, chat to keep their attention and to let them know that you know that they are there
- Awesome slides, and lots of them. Keep the show moving with great slides that keep up with your conversation. Be sure to avoid slides that are really heavy in content - and have loads of bullets. These types of slides are as boring in a webinar as they are at an in-person presentation.
- Stories — both your stories and those of clients. Remember the stories should be ones that your audience can relate to. The stories need to be relatable - and not so far beyond where your clients are at that they think 'I can't do that'. For example, if someone is a massage therapist looking at increasing their practise from 10 to 20 clients a week, then showing them a million dollar business or the story of another client who generated thousands of leads... may have them feel like they are just not ready for what you have to offer later.



Also, remember case studies are not there to demonstrate how good YOU or your product is - they are there to make your product or service seem the right fix - as it was for your other clients who had a similar problem.

5. The Transition

Once you've delivered your content and created the gap it's time to transition to your offer.

This can be the hardest part to get used to when you're starting out. Practise until you feel natural.

Remember, if what you're offering had real value - then you are truly doing the customer a service by preparing them for the next step with you.

A really good script is a great asset when you do the transition so that you're not 'winging' it - you are poised, ready and don't forget any steps.

A good way to start is to acknowledge the audience for being there and for committing to learning... and this is where that piece at the start is SO helpful - because you remind them - at the start I promised to give you all I can - and now you can position this as fulfilling your promise.

Here you are going to communicate how you're going to make life so much easier for that person by having them work closer with you or take up the next level of support that you offer, or the next product or service that fills the gaps that they still have in their knowledge that may prevent them from getting their outcome.

6. The Offer

It's now time to actually make an offer. Here what you are going to highlight is what life is like when they move to the next step with you.

Allow yourself at least 15 mins of a 60-minute webinar to make your offer. Don't rush and don't squeeze it into the last few minutes of your presentation.

Remember you want to sell them the journey - the outcome, less so than the details of what they're buying (you'll come to these soon enough).

Case Studies (relevant to the target market) and other social proof can come into this part of your webinar - as you demonstrate the value that others have gotten from this thing you're selling.



Offers that sell have a number of elements that are essential to include. We have a whole episode on How to Craft an Offer that Sells and in that are the 7 elements that your offer needs to have to really get people over the line. That formula applies to webinars as much as to in person presentations or offers that are in writing. So head over here to check out the episode.

As well as including the essential elements of the offer, before you wrap up it's good to include details of what it will cost to not take action.

7. The Q&A Session

The Q&A session is the final part of the structure and one of the most important because this is where you handle the objections that your attendees have, as well as the frequently asked questions that you get about your product or service.

Putting it into Action

Use this structure to lay out your next webinar. Create your own template using the 7 elements of a winning webinar.

The 7 Elements of a Winning Webinar

1	My Topic	Compelling and relevant to my audience and my Marketing Mountain
2	Positioning Myself	My credentials, my story, why I'm here
3	Positioning My Audience	Are they in the right place?
4	My Content	Slides, Stories, Engagement, Teaching, Case Studies
5	The Transition	Script my transition content
6	The Offer	Include all elements of a successful offer
7	Q&A	What are the FAQs?

Good luck. Got questions? Head over to the [Content Sells Facebook page](#).

