



Winning Webinar Framework Hook - Resource Sheet

7 Elements of a Winning Webinar	My Topic:
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Hook

Single Most Important Thing - Ryan Levesque

- Why is this the most important thing they need to pay attention to right now?
 - CYM: Choosing Your Market = Single Most Important Decision
 - LBB: Your Email List = Single Most Valuable Asset

Get Attention - James Wedmore

- Hook Thought Starters
 - Question - Provocative
 - How, Why, What, When, Who?
 - How Can You Get Pregnant When You're Feeling So Stressed Out All The Time?
 - Why Did Your Tummy Suddenly Turn "Flabby" on Your 50th Birthday?
 - When Is The Last Time You Actually Felt Like "You" In What You're Wearing?
 - How do you make sure you've chosen a good market and that your business will be successful BEFORE investing time and money?
 - Statistic
 - Your own, Industry, Myths
 - If 80% of Businesses Fail In The First 5 Years - It's Because They DON'T Do This ONE Thing...
 - 67% of High Achieving Women Do This (But Sadly Most Women Don't Even Know About It)
 - How To Cut Your Legal Costs By 73.6% in Less Than 12 Months (And STILL Get Every Piece of Advice You Need)



- Humour
 - Where appropriate, depends on your Brand Personality
 - This Unicorn Changed The Way I Poop!
 - Poop Like Royalty!
 - Protected by More Pre Nups Than Any Other Car!
 - We Turned a Child Who Couldn't Hear Into a Typical 2 Year Old Who Doesn't Listen!
 - We Took a Young Woman With Severe Memory Loss and Helped Her Forget She Ever Had It!
 - Our Price Always Seems To Bring On a Cold Sweat
- Big Promise
 - Pleasure Island, Your Super Power / Survey Results / Language
 - How to _____ Without _____ Even If _____.
 - How To Build a Large Email List Without Spending Money Even If You're Starting Completely from Scratch.
 - How To Revamp Your Wardrobe With Just 3 Scarves, Without Needing To Buy ANY Other Accessories, Even If You've Never Been a "Scarf Person" Before.
 - Get Your Pre-Baby Body Back in 30 Days!
- Avoid Big Mistake
 - Pain Island, Survey Results / Language
 - How to _____ Without _____ Even If _____.
 - Are You _____ ?
 - How To Stop Your Strata Meetings Ending in Chaos, Without Putting Your Head on the Chopping Block, Even If Everything You've Tried Hasn't Worked So Far.
 - Are You Making This Big Mistake When it Comes To Getting Noticed For a Promotion?
- Proof Statement
 - Experience / Results - You, Your Customers, Other
 - I'm going to show you step by step how we went from 0 to 650 email subscribers per day in less than 30 days (and how that SAME process now generates 19,000 leads every month for free).
 - Discover How Two Teachers SAVED \$3,000 a Year on Their Power Bill and Managed To Install Solar For Just \$10 a Week (Using Their Savings To Take a Family Holiday To Bali)!