

Winning Webinar Framework

Map Out YOUR Webinar

1	<p>My Topic</p> <p>Compelling and relevant to my audience and my Marketing Mountain</p>	
2	<p>Positioning Myself</p> <p>My credentials, story, why I'm here</p>	



Marketing Success
MASTERMIND

3

Positioning My Audience

Are they in the right place?

4

My Content

Slides, Stories,
Engagement, Teaching,
Case Studies

5

The Transition

My transition point from
content to offer



Marketing Success
MASTERMIND

6

The Offer

Include all the elements
of a successful offer

7

Q&A

What are the FAQs?
Answer objections and
confusion.