

# Webinar Script Template





# WEBINAR SCRIPT TEMPLATE

Creating a good webinar is about being clear and thoughtful with your words, but also being personable so you connect with your audience.

Remember the goal for your webinar is to direct your viewers to take action. This goal will only be reached if you "sell" the next step well, be that a Strategy Session or even to buy your product/service direct from the webinar.

To do that well, you should take a few minutes to prepare for your webinar. If you're doing it live, you might take up to a few hours to prepare.

Use this script and the slide deck template (see next task) as a good place to start.

## THE SCRIPT

### **WELCOME TO TODAY'S WEBINAR.**

(Engagement creator)

Let's make sure you all can hear me, can you add a '1' in the comments.

Great I am delighted to be loud and clear.

(If you are still waiting on a few later joiners you may want to say)

Just before I start, I would love to know where in the world you all are dialling in from.

(As they answer call out the cities and a few complements like - I love New York or I have always wanted to go to Cape Town)

Today we will be talking about how to \_\_\_\_ (start a, make a) in \_\_\_\_ (amount of time).

My Name is \_\_\_\_\_, and I've been working in \_\_\_\_\_ (industry) for \_\_\_\_\_ years here in \_\_\_\_\_ (city), helping \_\_\_\_\_ (number) people do \_\_\_\_\_.

*Tell a short personal story about the challenges and struggles you dealt with or that you know people deal with, until you realised how to solve that problem by doing \_\_\_\_\_.*

Today I'm going to explain, step-by-step, how to do \_\_\_\_\_.



*(If you're doing a live webinar:)* If you have any questions for me throughout the webinar, feel free to ask them in the side panel and I will try to get back to you during the Q&A at the end or at least within the next day or so. I won't be responding in the next (time) as I'm presenting.

Let me now outline what I'm going to be talking about today, here's what you will learn from this webinar.

## **WHAT YOU'LL LEARN TODAY**

You'll learn EXACTLY what you need to do, step-by-step, to \_\_\_\_\_.

You'll learn \_\_\_\_\_.

You'll get access to all the materials you need to use/learn/download/etc now to do \_\_\_\_\_.

*You might want to mention a reason why your listeners should stay until the very end of the webinar. You can provide them some incentive for doing so, like a special offer, a recording of the webinar or a free eBook.*

## **LET'S JUMP RIGHT IN.**

*(Spend the next 5-40 minutes providing real, true value for your listeners. Everything they need to know in order to go and implement their learnings and see the same success you saw.)*

*(Engagement creator) When you start each section of your training you can ask your audience for a temperature check on how well they feel about something - for example:*

"...before I start the next section on \_\_\_\_\_, rate where you are now between 1-10 with 10 being I am nailing it and 1 being I have no idea!"

"Give me a green, amber or red on where you are with that part of solving X"

"If your loving this give me a hell yeah in the chat"

*When you get to the end of your training you need to recap and change track to the sales phase*



So, to quickly recap before the next stage of today's session:

*Recap main point 1*

*Recap main point 2*

*Recap main point 3*

In short, the main point is you can do this if you follow the process (or a similar wrap up).

*If you have an offer for your listeners, now is the time to prep the audience to hear it. You've shared a ton of value with your listeners by this point, so now it's time to tie in your product or service with the solution you just provided using the following:*

...but, I know you're thinking:

"Sounds simple(ish) - but how the heck am I going to make all that happen?"

Let me ask you a question...

*(engagement creator and pace switch, plus we want them to keep using positive words like 'yes', 'hell yeah', etc)*

Has your time on this training been well spent? - Give me a yes in the comments if you agree.

That's great and thank you for all your Yes's

Now to put this into action you have 2 options:

Option #1.

Take what you have learnt today and have a go at trying to get it working for you

Option #2.

Ask me to work with you PERSONALLY to mentor you through the entire process. *(or your version that points towards your goal)*

...but what is it that we will actually do? Well, let me introduce...

(TIME CHECK - you need at least 30% of the entire length for the offer, don't cut yourself short)



*Add the outline of your offer / service / accelerator / product here ad a slide for each part and give it a nice explanation but do not over talk.*

*PRO TIP - If you are listing out elements that make up the price of your offer add the value i.e. 'Value \$197' this helps to build it up before a special on webinar discount.*

Let me tell you a story of business owners just like you who have nailed this system - *testimonial story 1 & 2*

How does it work? - *Slide*

When does it start? - *Slide*

Recap of the offer - *Slide with bullets and full value prices.*

*The offer should be unique (they can't get it anywhere else) and valuable (you should demonstrate the true value of the offer and the special price or discount they are getting for it by acting today).*

This person also is having incredible results - *testimonial 3 slide*

(Enter the close)

## **IT'S TIME...**

To stop wasting months/years trying to 'figure this out'

To work with a Mentor who can personally guide you

To get the hand holding you've desperately needed

To have a \_\_\_\_\_ you can rely on

To stop jumping from idea to idea

To finally turn a reliable profit from all your efforts

*Pause / new slide*

I'm Going to Sweeten the Deal:

You already have access to ME and a \_\_\_\_\_ that will blow your mind. Now let's give you

access to an even greater toolbox of \_\_\_\_\_.



### 3 AWESOME BONUSES COMING UP

*Bonus 1 slide with value*

*Bonus 2 slide with value*

*Bonus 3 slide with value*

That makes the entire package today *(add full bullet point list with Value next to each elements and a TOTAL VALUE at the bottom)*

*(new slide)* So today you can secure your place on the \_\_\_\_\_ not for:

*Add Value £ \$ £ 00,000*

But for

*\$£ 0,000 offer*

BE QUICK I can only take a few of you, then I am locking the doors again. (or similar scarcity)

### **SIGN UP LINK COMING...**

### **GRAB ONE OF THE LIMITED SPACES BELOW:**

*>> add Link <<*

*PRO TIP - Create urgency by adding a countdown or time limit to your offer.*

### **NOW IT'S TIME TO OPEN FOR Q&A**

I can already see some great comments here and please do keep sending them in via the chat, I will get through as many as I can, but if we run out of time, I will answer by email as soon as possible *(this also covers you if you want to evergreen this webinar).*

*By presenting the offer first and doing the Q&A after, you can answer questions about the presentation and about the offer.*

*PRO TIP - leave the offer on the screen when doing the Q&A with the link to the sign up*



*If live only – stay on and answer everyone’s questions until there are none left, no matter how long it takes as this will help with moving as many people into that final goal.*

*Not everyone will take you up on your offer at this moment, but you should follow up with the post webinar email sequence that includes a recording of the webinar, a reminder about the offer and a reminder about the benefits of the offer.*