



Webinar Profits

PART VI

FILL-IN-THE-BLANK WEBINAR SCRIPT



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A Fill-In-The-Blank Webinar Script Template

One of the most popular types of webinars is the training webinar, where you teach your viewers how to complete some specific process or achieve a goal. Now if you've never done one before, you might be scratching your head and wondering how to go about it. Wonder no more – below you'll find a complete fill-in-the-blank template you can use to create your webinar script.

Here ya go...

Webinar Script Template

<Get on the webinar early, and spend some time greeting people and talking to them as they arrive on the call. Ask them where they're from and other small talk. Engaging in small talk will make you feel less nervous, plus it builds a relationship with attendees. This makes it more likely they will 1) Stay for the entire call, 2) Ask questions or otherwise participate and 3) Buy what you're selling.>

Looks like it's time to get started!

First off, I'd like to thank you all for attending the [Name of Webinar] webinar. My name is [Your Name], and I'll be your host for the [evening/afternoon/event/etc.].

Now if you're not familiar with me, then allow me to take a few moments to introduce myself. I've been <working in some field> for <some length of time now. E.G., "11 years." And during that time, I've learned a whole lot about [some very specific topic that's relevant to this webinar].

Let me be clear here – this isn't a case of me just reading about [topic] and learning about it that way. I've been in the trenches every day, testing out <type of> ideas, and have used my strategies to great success for both myself and my clients.



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For example, [insert a specific example of how your strategies have achieve some very specific result – the idea here is to build credibility with your audience.]

So that gives you a little bit of background on me. Now let's jump into [today's/tonight's/this morning's/etc.] topic, which is [insert the topic]...

What you're going to learn over about the next [number of minutes or hours, e.g., "... over the next hour"] is how to [get some specific result]. Specifically:

- You're going to discover a super-slick way to [get some benefit].
- You'll find out [what tools or resources to use to get these benefits].
- Plus you'll discover the top [number] mistakes and how to avoid them.

So let's get started...

Now if you've been wanting to [get some benefit], then you know that one of the biggest problems you face is [describe the problem]. What you're going to like about the following process is that it [explain how it virtually eliminates the common problem].

So the first thing you need to do is [explain briefly what this step entails].

Now if you're like a lot of people, you're going to be tempted to [do the process in some certain way]. But if you do that, [you'll end up with some undesired result]. And that's a big mistake, right? It's going to [create some undesired effect... cost time, cost money, etc.].

So what you want to do instead is [explain the right way to approach the problem, step-by-step]. What this does is [explain in more detail why it works].



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Okay, got it?

Moving on...

Your second step is to [explain briefly what this step entails].

Here's where a lot of people make a very common mistake – they [explain the mistake]. And what happens is that [explain what sort of bad results the mistake causes, and WHY it causes those mistakes].

Now fortunately, this can all be fixed very easily... and there are a couple different ways to do it.

The first way is to [explain the first way to fix the problem]. [Explain the pros and cons of this particular solution.]

That's one possibility... but personally, I prefer to do it a slightly different way.

The second way [to avoid this mistake or make the process easier] is to [explain the second way to fix the problem]. Of course there are pros and cons with this method too. Namely, [explain the main pros and cons].

The reason why I prefer this method is because [explain why you use this particular method... and go into further detail as needed about how to use it. This may be a place where you mention a tool or product to make the particular process easier, which you'll then refer to again at the end of the webinar.]

So that all makes sense, right? So let's move onto the next step...

The third step you need to take in order to [get some result or complete some process] is to [explain what this third step is]. And specifically [give more specific instructions about how to complete this step].



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Now this step can get a little tricky, because [explain why it can get a little tricky]. What I like to do is [explain a tip or trick you use to complete this step]. What ends up happening is [explain why this tip or trick works so well to get the desired result].

<Continue on, adding any other steps as needed to explain the process. With each step, offer instructions on how to complete the steps, tips or tricks to make it easier, tools or resources to make the process easier, and/or instructions for avoiding common mistakes.>

Whew – so that’s your step by step process for [achieving some goal or completing some result].

Let’s do a quick recap:

[Quickly list and summarize the steps that you just covered. To hold attention, you may offer additional tips and tricks in this section.]

Now as mentioned, one of the best ways to [avoid a specific problem or to generally make completing a part of the process more quickly and easily] is to use [some specific paid tool or resource].

You’ve probably dealt with this before, right? [Explain the signs or symptoms of the problem. E.G., “You get plenty of traffic, but your list isn’t growing at all.”

It feels [explain how terrible it feels/how frustrating it is when this happens].

Here’s why this happens...

[Explain the reason why this problem keeps happening.]

Now here’s the good news...

[Product Name] [Explain exactly how it eliminates the problem].

And that’s not all...



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[Explain the main benefits of the product. Tell people why they should buy this product and what it does for them.]

If you want to [get some really great results], then you're going to want to use [Product Name] too. You can order yours now [explain how to order – e.g., offer a short link].

[Where applicable, give a strong reason to order now, such as a limited time discount or even just the possibility of a price jump. E.G., "Plus if you hurry and order right now, you'll lock in the lowest price. I can't guarantee that the price won't go up overnight, so I strongly urge you to order now by [explain how] so you don't miss this great deal."]

Okay, sounds good?

I'm going to send a link to you right after we get through with this call, so check your email just a bit later.

For now, I'd like to thank everyone for attending this webinar. I hope you learned quite a bit about the best way to [get some result]. And I look forward to seeing you [on your blog, on social media, etc.]. Take care, and have a good night!



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