

Webinar Content Builder

In a sales webinar, you only have time to teach 3 chunks of content. Use this worksheet to build a content chunk that furthers the sale, is perceived as valuable, shows proof, and keeps your audience engaged.

Content Chunk: Name you step or sub-transformation	Set the Scene: Describe the situation/problem	Future Pace: Frustrations, fears, wants, and aspirations. Describe the consequences and benefits
Offer the Content: Teach and sell	Show Proof: Show a testimonial, statistic, or case study	Make It Personal: Relate the content to your prospect's world
Get Interaction: Insert strategic Q&A	Fork In The Road: Give them the 2 options and ask them to choose	Relate to the Big Promise: Link back to the main transformation