

WEBINAR SCRIPT TEMPLATE



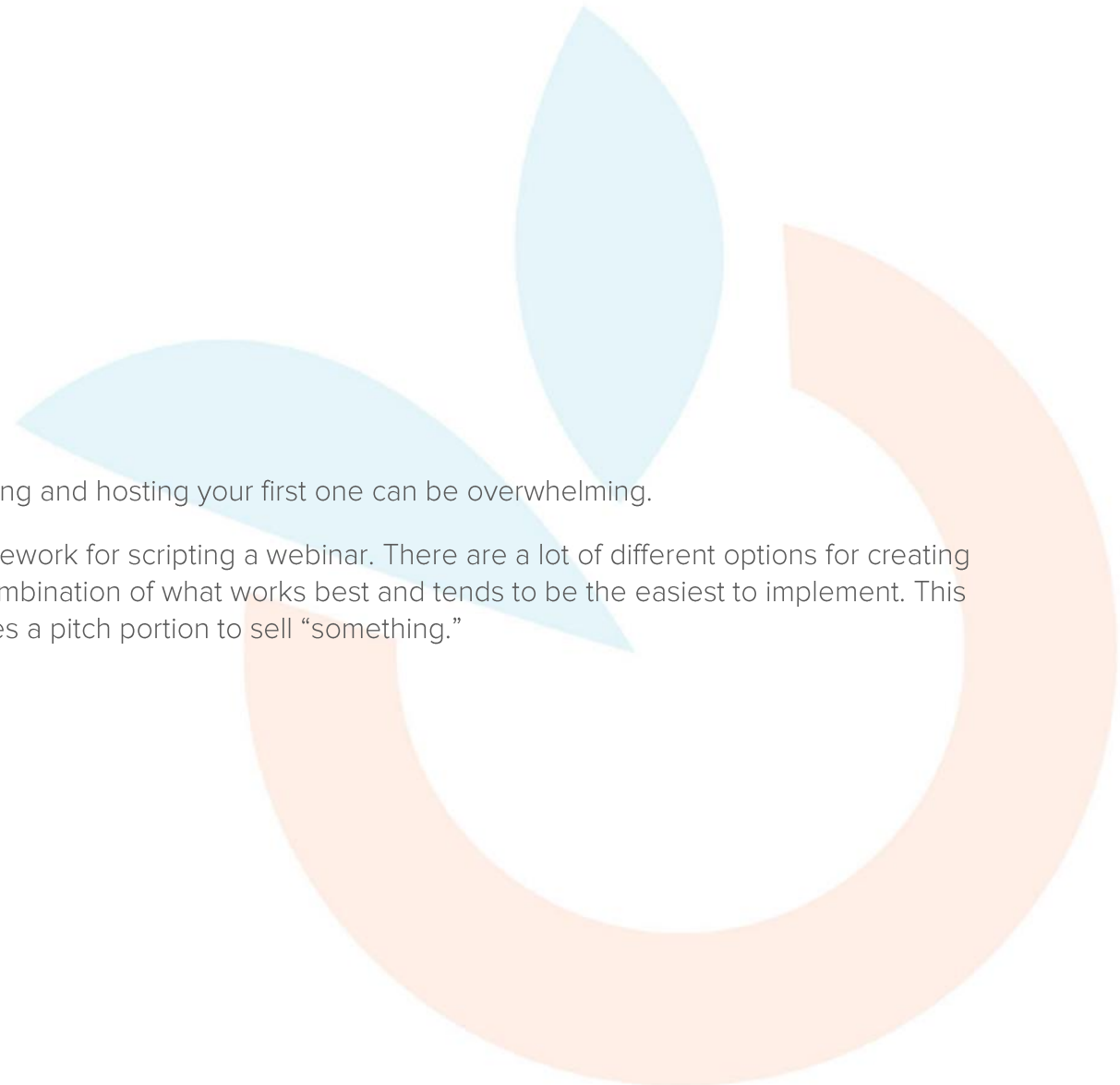


INTRODUCTION

If you've never held a webinar of your own, creating and hosting your first one can be overwhelming.

In this blueprint, we provide you with a basic framework for scripting a webinar. There are a lot of different options for creating a flow but this is the structure we've found is a combination of what works best and tends to be the easiest to implement. This is designed for a normal webinar flow that includes a pitch portion to sell "something."

Sharon Hayes



PREP WORK

Before you begin to script your webinar, prepare each of these items.

	ITEM TO PREPARE
	4-5 Teasers of what you'll be covering in the webinar
	Defined Outcome – What will webinar participants get from attending your webinar
	3-5 Key Topics (if using steps, you can use more steps than this)
	Bonus – Have some type of bonus you can have people get if they stay on your webinar until the Q&A period

WEBINAR

You will map out the webinar flow in the table below.

STEP 1: INTRODUCTION

The first part of a webinar is the introduction. How you handle the introduction depends on whether it is just you or if you have someone hosting the webinar for you. If you have a host, the major changes would be that the host would do the introduction and the outline would shift over to you with you thanking people for being on the webinar

	ITEM	ENTER CONTENT HERE
	Welcome everyone	Greet people and thank them for being there. Make a comment on the weather, time of day, season or holiday that just passed or is coming up.

	ITEM	ENTER CONTENT HERE
	Provide the title of the webinar	
	What you'll be covering in brief	Give a short summary of what you'll be going over rather than bullets as you'll give bullets shortly.
	Who the content should appeal to	Who would really benefit from what you're about to share? Be as inclusive as possible.
	Teaser for those who stay for the duration on the live webinar	Mention the bonus they'll get at the end for staying for the full webinar.

	ITEM	ENTER CONTENT HERE
	If you'll have a replay, let people know	Mention if they need to scoot off before the end, there will be a replay but they'll miss out on the special bonus.
	Teaser on content	This can be a big reveal that you'll be making or a content bomb of some kind (you can repeat one or more of the teasers from your opt-in page)
	Brief bio: Your general experience	Why should people listen to you in general?

	ITEM	ENTER CONTENT HERE
	Brief bio: Your experience within this niche	Why should people listen to you specifically regarding this niche?
	Give 1-3 brief client testimonials or people/companies you've helped	Ideally choose testimonials from people/companies that fit your webinar audience so they can identify with them
	Reaffirm who the content is for	Rephrase what you said earlier for who this would benefit the most and again, make sure you're inclusive.

	ITEM	ENTER CONTENT HERE
	<p>Outline of what you'll be covering with another content teaser</p>	<p>Give a full bulleted breakdown of the topics/steps you'll be covering and give another content teaser.</p>





STEP 2: CONTENT


The next portion is the content segment. Before you get into the content, it's important to do a proper set up for people which the initial items will help you do. Remember to include the promised content bombs or teasers within the content.

	ITEM	ENTER CONTENT HERE
	What this system, methodology or whatever you've labeled it will help people solve	
	Why they should be interested	What does solving the issue ultimately mean for them?
	Teaser on the outcome they can expect to receive by following these steps	Where will they be after they've used what you've given them and solved their issue?


	ITEM	ENTER CONTENT HERE
	Topic/Step 1:	


	ITEM	ENTER CONTENT HERE
	Topic/Step 2:	 A decorative graphic in the bottom right corner of the page. It features three light blue leaves of varying sizes and orientations, and a large, light orange circular arrow that curves around the bottom and right sides of the page.

	ITEM	ENTER CONTENT HERE
	Topic/Step 3:	

	ITEM	ENTER CONTENT HERE
	Topic/Step 4:	

	ITEM	ENTER CONTENT HERE
	Topic/Step 5:	

	ITEM	ENTER CONTENT HERE
	Topic/Step 6:	

	ITEM	ENTER CONTENT HERE
	Topic/Step 7:	 A decorative graphic in the bottom right corner of the page, featuring three light blue leaves of varying sizes and a large, light orange circular arrow pointing clockwise.

	ITEM	ENTER CONTENT HERE
	Recap all of the steps or points you've covered	Simply list out each of the steps or topics.
	Remind them you'll be sharing with them a special offer	
	Then they'll be getting access to the thank you bonus	
	Finally, you will have the Q&A	

STEP 3: RESULTS – PRE-OFFER INFO

Once you've gotten people excited about your content and feeling they want to go deeper, you want to tease them a bit.

	ITEM	ENTER CONTENT HERE
	Transition into sharing your offer info	Ask them if what they've heard resonates with them and if they'd like to go deeper on it.
	Share 1 teaser testimonial	Ideally share an intriguing one that will make them more curious about what you're offering so they'll be more attentive.
	Do a light touch on pain/gain points	What pain are they experiencing and what will they gain from using what you're offering?


	ITEM	ENTER CONTENT HERE
	Do a light touch on the outcome the offer can provide them	Where will they be after solving what your offer helps them solve?
	Repeat some credibility boosters on your side	Why you are the right person to help them?
	Remind people that you'll be opening up for Q&A on the content at the end	
	Give a teaser again of the bonus you'll be offering	

STEP 4: OFFER OVERVIEW

Now you'll move into giving an overview of your offer itself.

	ITEM	ENTER CONTENT HERE
	Start with a big picture view of what the offer includes from a high level point	What general topics/steps is your offer going to go through for them?
	Repeat the outcome	Where will they be after solving what your offer helps them solve?
	Then provide information on the incentive you are offering them if they sign up during the webinar or for a set period after	Why should they take action more immediately rather than wait?

	ITEM	ENTER CONTENT HERE
	Share the link to the sales page or order form	Make sure if the link is clickable from the webinar that it will open in a new window
	Recap the higher level points of the offer as you've already covered during the content portion	What general topics/steps is your offer going to go through for them?
	If available, provide a testimonial	A good spot for a particularly glowing testimonial with amazing outcome.


	ITEM	ENTER CONTENT HERE
	Provide more details about the full offer	<p>What do they get content wise and when? Is there a community? Are there live calls? Personal support? Include whatever else is in your offer.</p> 

STEP 5: Q&A


Next comes the question & answer segment. If you have a host, the host should be providing the instructions on asking questions and if questions are typed online, the host should be the one reading them out loud.

	ITEM	ENTER CONTENT HERE
	Tell people how to ask questions (make sure to repeat the instructions every 1-2 questions)	Make sure if there are multiple ways to connect that you're providing instructions for people connecting through each way.
	Prepared Question #1 and Answer	Alternate between questions about your offer and questions about your content

	ITEM	ENTER CONTENT HERE
	Prepared Question #2 and Answer	
	Prepared Question #3 and Answer	



	ITEM	ENTER CONTENT HERE
	Prepared Question #4 and Answer	
	Prepared Question #5 and Answer	



STEP 6: WRAP-UP

Wrap up the webinar. If you have a host, the host will thank people for attending then you will chime in.

	ITEM	ENTER CONTENT HERE
	Thank people for attending	
	Repeat the link to the sales page or order form	
	Remind people of the deadline for the incentive you're offering	If your deadline was by the end of the webinar, say they still have a few minutes to take advantage of it.

	ITEM	ENTER CONTENT HERE
	Thank people for their time again	

POST-WEBINAR TASKS

Complete these tasks after you've completed the webinar.

	TASK
	Double-check that your webinar recorded properly
	Make sure to end any special pricing that was offered only for the duration of the webinar
	Make sure to remove the download link for the bonus
	If you've offered a webinar replay, make sure to email a link to it when it's ready