

Webinar and Sales Letter Outline

Purpose: Create a Evergreen Webinar and Salesletter That Builds Demand, Educates on the “What,” and Positions Watchers to Desire to Work With You

Telling a story that leads a prospect to realize that (they need you)

How to Teach Coaches to Teach Their Skill Online

How to teach yoga instructors to create an online yoga membership

How to teach entrepreneurs to create a high-profit sales funnel

How to teach fitness coaches how to hold a daily training session and get paid

How to teach business owners how to do

Problem:

State the Problem

Ask if you have the problem

I can help you solve the problem

State the Problem

State the Problem

The problem is: You are a coach but you struggle with the technology, the selling, and the delivery

(paragraph about that)

Ask if you have the problem

Do you struggle with technology in your coaching business?

Are you frustrated with trying to learn to sell when zillions of so-called “gurus” each tell you a different way?

Are you, frankly speaking, angry that you can't figure out how to deliver your coaching in a way that doesn't burn you out?

I can help you solve the problem

Now is the perfect time to start your online coaching business

Now is the perfect time to get in shape

Now is the perfect time to lose weight

Now is the perfect time to learn a new language

Now is the perfect time to. . . whatever

(tell a story about WHY it's the perfect time)

Solution: story about how your method works:

- 1) name your superpower
- 2) build a website
- 3) write a sales letter
- 4) create an order form
- 5) sell like crazy

- 1) name your goal (20 lbs)
- 2) how are you going to do it (veggie diet, all meat, whatever)
- 3) 6 weeks
- 4) 3 meals
- 5) finalize your last 5 lbs

How I'm going to teach you:

6 weeks - one hour a week lesson
what do the 6 weeks include?

- 1) name your superpower
- 2) build a website
- 3) write a sales letter

- 4) create an order form
- 5) sell like crazy
- 6) something else

6 weeks

6 months

one year

membership site

training center

coaching program

consulting program

download a bunch of training

4 hours - live event

If you work with me, you will:

- 1) name your superpower
- 2) build a website
- 3) write a sales letter
- 4) create an order form
- 5) sell like crazy
- 6) something else

You will set aside an hour a day for 6 weeks . . . to get this result

How will it feel to have this accomplished?

How will it feel for your family to have this business?

What will it mean for you?

What's the value of doing this?

Price:

What will you lose by NOT doing this?

Now is the time to enroll

7. Headline
8. Problem
9. Solution
10. Story
11. Offer
12. What you will do
13. How you will do it
14. How will it feel
15. Value
16. Price
17. What others say
18. Review
19. What will you lose
20. Sign Up Now

21. Create Payment Button

Beaver Builder

Elementor

ClickFunnels

Kartra

Kajabi

many many others

Imagine:

Telling a story that leads a prospect to realize
that (they need you)

your offer will be perfect for them/will change
their life/will meet their need

Why do you need this?

Who is it for?

Why it's important NOW

Teach What to do

(Copy From Your Codify Document)

I have a training program

2 Ways to Do this:

Figure the details out on your own

Or Get taught step by step

Advantages of step by step

What will it mean for you if you do this?

Family?

Resources?

Self?

What will it cost you NOT to do it?

How much longer are you willing to wait to do it?

The choice is yours:

Do nothing

Figure it out on your own

Hire someone else

Work with me