

How to structure your webinar the right way (to get the most sales or calls booked)

In this document, I am going to walk you through creating the perfect webinar.

Well, not perfect, but you know what I mean.

Your webinar needs to be set up in a specific manner so the people who show up live, stay all the way to the end.

And they act on your call to action.

So whether you want them to click a link to your scheduler and book a free discovery call with you, or you want them to click through to your sales page and purchase your group coaching program, workshop or online course, your webinar is only considered successful when people do as you say.

And obviously, **the main goal is to have a profitable webinar.**

In my opinion, a webinar is profitable when it pays for your Facebook ad spend, and any other investment (maybe you hired somebody to create content, coach you with your sales conversation or help you with your sales copy) and you have a chunk of money left over (your income).

This is maybe little, if it's your first webinar, and a whole lot more, if it's your fifth, for example.

Now, I like to set different goals for the webinar. So, for example, the first webinar is a success if the ads are working and you get 200, 300 or 500 people to register and keep the cost per registrant under budget.

Then you can get a certain percentage of these people to show up live (typically anywhere from 20% to 30% for cold traffic).

Finally, you get them to take the desired action like put in an application to work with you or make a purchase which will determine how profitable you are.

Now let's take a look at nailing the structure of your webinar.

Webinar breakdown

Firstly, here is the breakdown of how much time you should be spending on each section.

Typically, your webinar will be around 60-minutes or a little bit longer. 60-minutes is a good time frame to aim for.

Welcome, house keeping and setting of the agenda: This part should not take than 5 minutes.

Introduction and story: Spend no more than 10 minutes here. Most of the people who came from Facebook ads will be new to you and they need to connect with your so tell them

why they should care. Don't try to rush but don't spend half an hour, either.

Main content. This is the content you promised people and what they signed up for. You'll spend around 30 minutes on this section. Most entrepreneurs I know tend to spend way too long and give too much away.

There is actually such a thing as giving too much away and this can cost you clients and customers. Pay close attention because this part is SUPER IMPORTANT.

You want to strive for the perfect balance between teaching and promoting your offer. If you spend too much time on your story and your offer, people will feel like you pretty much wasted their time, especially when they don't buy (for whatever reason, they might not have the money, it might not be the right time or even the right offer for them).

On the other hand, and I really want you to hear me when I say this: If you give too much away, people will feel excited and SATISFIED. They'll feel like they got enough from you to take action on right now and DON'T NEED YOU. And so they won't reach out or make a purchase.

Or worse, you could totally overwhelm them and they'll think to themselves: 'There is no way I can do this.'

The best webinar content is which talks about the 'opportunity'. What is possible for them? Give them an overview of the future as well as your process and educate them on that. Don't give them details of every single step they'll learn while working with you on inside your program.

In other words, teach them the WHY and the WHAT but not the HOW – at least not every single thing. Make sense?

Transition into pitch: Literally a minute or two, or however long it takes you to say a few short sentences.

Basically you have given them highly valuable free content and now you'll remind them one more time why they are here and then make an offer to help them so they can achieve those results faster, without overwhelm and in a big way.

Offer details: Spend 10 minutes talking about your offer. DO NOT RUSH. People who are still online are very much interested in hearing about how you can help them and want to make sure that it is the right thing for them.

Create a special webinar-only offer. Build some genuine urgency and scarcity so people want to act now, rather than later.

Q/A: Lead into Q/A if you have time and have enough interest.

Here's a quick overview:

Total webinar time – One hour

Welcome, house keeping and setting of the agenda – 5 minutes

Introduction and story – 10 minutes

Main content – 30 minutes

Transition into pitch – 1-2 minutes

Offer details – 10 minutes

Q/A – However people are online and asking questions

Webinar Structure

Here is an overview of all the slides you need to include in your presentation.

Now let's look at the types of slides you'll need and a structure you'll work off of.

Move through the slides quickly. Some slides will literally require a few seconds, and some will take a bit more time. As a general rule of thumb, do not spend more than 1-2 minutes staying on each slide.

For a 60-minute webinar, you'll end up having 50-70 slides. Don't be freaked out about that. Some slides are 'connector slides', which means they prompt you to ask a question or move along to the next one.

And don't place too much text/ bullet points on your teaching slides. Break it up to keep people engaged.

Place testimonials strategically (where it makes sense to do so).

Slide 1 – TITLE SLIDE – Name of your webinar, your photo

Slide 2 – You are in the right place (qualify people)

Slide 3 – House keeping

Slide 4 - Agenda (what you'll teach)

Slide 5 – Introduction

Slide 6 – Your story

Slide 7 – Story continued + social proof (as seen on logos, Facebook group screenshots, etc)

Slide 8 – Testimonial

Slide 9 – If you stay with me till the end (reveal a webinar-only bonus)

Slide 10 – Bonus details

Slide 11 – 50 Main content

Slide 51 – Testimonial

Slide 52 – Recap of what you just taught them

Slide 52 - Reminder that why they are on this webinar

Slide 53 – Transition into pitch (more slides if needed, especially for premium, 1-2-1 offers)

Slide 54 – Your offer

Slide 55 – Your offer continued

Slide 56 - 62 – More details if applicable, week by week overview, for instance

Slide 63 – What they'll achieve/ results they get

Slide 64 - Scarcity and urgency (limited spots, early bird pricing, bonus, etc.)

Slide 65 – Testimonial

Slide 66 – Link to your scheduler or sales page

Yes, it is a quite a bit of workbook but always keep this in mind: Once you have a winning webinar on your hands, you don't have to do this work over and over again.

I'll also send you my own webinar that I use from time to time to get in front of more people. Notice that I spend most of my time educating people about what's possible and why need it. It is still invaluable content but it leaves them wanting more.

And that should be your goal as well.

Now it's time to get to work. Can't wait to see what you create.

Marya Jan
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