

# THE 5-MINUTE PERFECT WEBINAR

“Did you know that the most powerful ingredient for your skin does not come from plants? I know it sounds crazy because we’re so used to hearing about herbal oils and essential oils, and herbal extracts . . . but the truth is there is something even more powerful for your skin, and today I’m going to share with you three secrets that are going to revolutionize the way you care for your skin and the condition of your skin! Hi, I’m Jaime Cross and I’m a master herbalist . . .”

Wait, what? Did she just say “three secrets”?!

Earlier that day I had met Jaime Cross at her first Inner Circle meeting. I didn’t know her story or the journey she had gone on to be in that room, but when she got on our little stage I found out that what she was doing was unique.

Jaime owned a skin care company that she and her husband had started a few years earlier. They sold their handcrafted lotions and soaps at farmers’ markets. During that time she found one of my videos on YouTube that pulled her into a funnel, and a few months later she was at Funnel Hacking LIVE, learning about the Perfect Webinar script.

The reason why I said that what Jaime was doing was unique is because most people in my community who sell physical products didn’t understand how the Perfect Webinar could work for their type of business. Countless ecommerce sellers told me that this framework was only good for authors, speakers, coaches, and consultants. While I had tried to convince them that the principles were universal, almost all of them told me that their business was different. All except for Jaime.

When she learned about the Perfect Webinar, she asked, “How can I make this work for my business? How can I make it work for soap?” She tried to create a 90-minute webinar selling a \$200 package of her soaps and lotions, but had no success. So she decided to take the framework and modify it to sell a \$39 product. After months of tweaking, she launched a new five-minute version of the Perfect Webinar and it took off! Within six weeks she had passed \$130K in sales and made almost \$2 million in her first year!

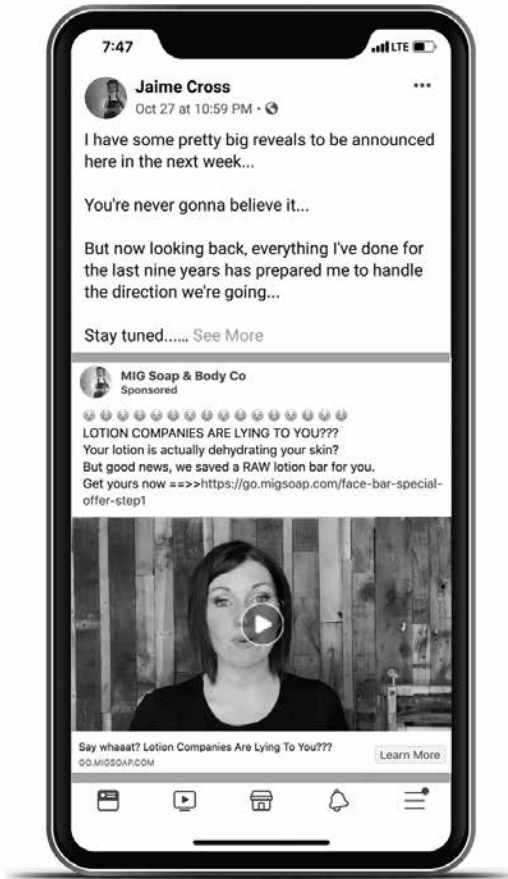


Figure 18.1:

Jaime created the 5-Minute Perfect Webinar to sell her lower-priced lotion bars.

## The 5-Minute Perfect Webinar

As I sat there that night watching her five-minute version of my framework, I knew that we finally had a powerful way for *any* business to use the Perfect Webinar. This mini version of the Perfect Webinar works great for ads, landing pages, video sales letters, and more. In the next chapter I'll show you which funnels and where you can plug it in, but I want you to understand from Jaime's story that the Perfect Webinar framework will work for any business, you just need to apply your art to the proven framework.

### THE 5-MINUTE PERFECT WEBINAR SCRIPT

After Jaime's success, I wanted her to show other e-commerce sellers, as well as anyone who is running any type of ad or who needs a shorter version of the Perfect Webinar, how they can take what they've already learned in this book and modify it to make a shorter version. She worked with Jim Edwards (my business partner at FunnelScripts.com) to make a simple script that anyone can use to create their own 5-Minute Perfect Webinar quickly. Here is the script that they developed.

#### Script Structure

Hey, did you know that (**big misconception**)?

I know it sounds crazy because we're so used to hearing about (**usual thing**), and while that is important, I'm going to share three secrets with you today that are going to revolutionize the way you (**area of their life you'll revolutionize**).

I'm (**your name**) and I am (**your role**) who has helped (**accomplishment**).

So what is (**the big idea or thing you'll reveal**)?

It's (**the thing**).

It's (**more details about the thing**).

So, I'm going to share with you three secrets about (**the thing**) and how you can (**big payoff**).

And I know what you're probably thinking: (**objection**).

But again, I'm going to show you a great way you can (**action they can take**) and get amazing results.

So the first secret is (**first secret**).

The big idea here is (**first secret big idea**).

This is important because (**why first secret is important**)!

The second secret is (**second secret**).

The main thing to understand here is that (**second secret big idea**).

This means (**why second secret is important**).

The third secret is (**third secret**).

## The 5-Minute Perfect Webinar

The main thing to understand here is that (**third secret big idea**).

This is key because (**why third secret is important**).

Now, I know what you're thinking.

It's (**next objection**).

Well the tricky thing is that (**real truth behind the objection they don't realize**)!

And so I've (**verb ending in ed**) this (**the thing you've developed/created/found**) you can (**what they can do with this amazing thing you've just revealed to them**).

(**What makes this so special.**)

And so what this is going to do is (**what this will do for them**)!

And I, as (**your role**) who has (**cool accomplishment/thing about you**), what I do is (**the superpower/secret of your success**).

So what I've done is I've (**what you've created/done for them**).

If you click the link, you can (**what they can do when they click the link**).

I honestly don't know how much longer we'll keep this (**the thing you've developed/created/found**) available, and prices will probably go up because (**why you can't keep this offer up forever**).

So click the link to get it today while it's still available.

We're always here to help and I can't tell you all the amazing results we've gotten for (**target audience**) just like you who are struggling with (**problem**).

We also have (**the next thing you'll offer them in an OTO**), but today I'm talking about (**the thing you've developed/created/found**), which is amazing.

I can't wait to see you on the inside.

Have a great day.

And that is the 5-Minute Perfect Webinar script. Use it as a powerful way to do Facebook Lives that will become ads that drive people into your funnels. You can also use it as the sales page on your funnels, especially for products that are lower on your value ladder (with a price point of less than \$100). The higher the price point, typically the longer your presentation will need to be, but now that you've seen the 90-minute version as well as the five-minute version, hopefully you'll be able to take the framework and modify it for your needs.