

SECRET #22

“PERFECT WEBINAR” SCRIPT

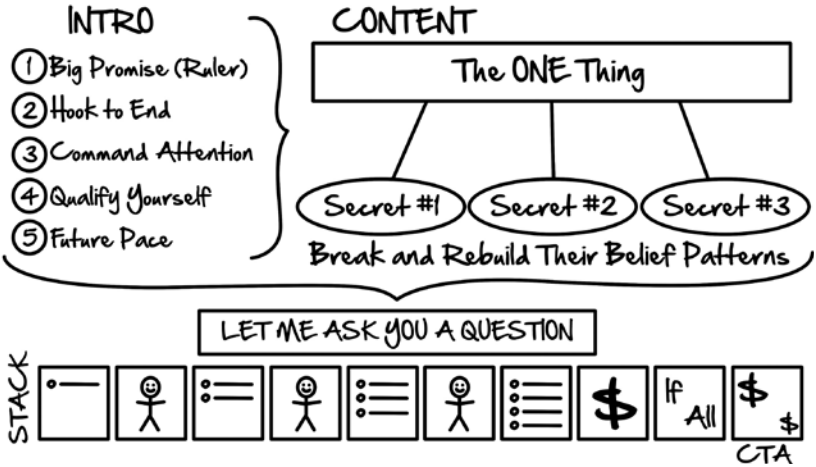


Figure 22.1:

For more information on where to use this script, see the Presentation Funnels introduction chapter as well as Secret #14: Video Sales Letter Funnels, Secret #15: Webinar Funnels, and Secret #16: Product Launch Funnels.

Whenever you are doing a webinar or an automated webinar, the script you should use is what we call the “Perfect Webinar” script. *Expert Secrets* goes deep into the psychology of this script as it’s the one that I use most often. I use it when I sell from stage, and I use it in webinars, video sales letters, product launch video sequences, email sequences and more. In fact, recently one of my Inner Circle members, Jaime Cross, adapted this script for her physical product brands and created the “Five-Minute Perfect Webinar” script for

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short-form sales videos and video ads (this version of the script is in the FunnelScripts.com software as well as the new edition of *Expert Secrets*). This script, of all the scripts, is my favorite.

If you break this script into a 90-minute presentation, you’ll typically spend the following amount of time on each section:

- 15 minutes: Introduction
- 45 minutes: Content
- 30 minutes: The Stack and Close

You can compress the time to 60 minutes, five minutes, etc., but the ratios of time will stay about the same.

Over the past 10 years, I’ve had the opportunity to speak and sell on stages all around the world, and I’ve learned from some of the best stage closers in the world. This script incorporates strategies I learned from at least a dozen different people.

There are a lot of pieces to this script, but try not to get overwhelmed. Think of it as just three sections (introduction, the content, and the Stack and Close), then fill these three sections in with the scripts provided.

INTRODUCTION

When people first log in to the webinar or start watching your presentation, you need to hook them fast and get their attention. This first section of the script is designed to do just that.

INTRO

- ① Big Promise (Ruler)
- ② Hook to End
- ③ Command Attention
- ④ Qualify Yourself
- ⑤ Future Pace

Figure 22.2:

The first part of this script hooks your viewers and sets the stage of what's to come.

1) Big promise: Share your big promise. This is the One Thing that got the participants to sign up in the first place. It's also the ruler they will use to judge your webinar's quality. If you don't set this ruler, then they will measure the value of your webinar based on something outside of your control. What is the big domino you need to knock over for them in the next 60 minutes?

Hi, I'm Russell Brunson, founder of ClickFunnels, and in the next 60 minutes, you are going to learn my exact strategy on "how to _____ without _____."

2) Hook to end: Give the participants a reason to stick around all the way to the end of the webinar. Free giveaways are popular. You could also promise to do something funny or show them something cool.

Don't forget! At the end of the webinar, I'm going to give you a secret link where you can download a transcript of everything I'm going to show you today. You have to be watching live in order to get this, so stick around. I promise it will be worth your time.

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3) Command attention: Tell them to close out of Facebook, turn off their cell phones, and give you their undivided attention. Also, you might ask the participants to grab a pen and paper for taking notes.

I know there are distractions all around us, but this strategy I'm about to share can change your life. I don't want you to miss a single crucial step. So please, make a commitment to stay focused. Can you do that for yourself? Close out of Facebook. Stop checking your email. Turn off your cell phone. Give me your complete attention.

4) Qualify yourself: Let the participants know why you are qualified to speak on the subject.

You're probably wondering why I'm qualified to teach on this topic. Here's my story: _____.

5) Future pace: Lead the viewers through some imagination exercises where they can picture what life could be like once they learn the secrets you're about to reveal. Be descriptive and appeal to all five senses, if possible.

Imagine what your life will be like after you know how to _____. Can you see _____? Would that make things better for you?

CONTENT

This is the majority of the webinar. It should run about 50–60 minutes and deliver on the big promise that you made to them earlier. Your goal isn't to teach them everything; it's to help them break their false beliefs around the topic that you're teaching so they will be willing to let you help them to solve this problem in their lives.

Generally, this part will teach them the “what” but not the “how,” so the content of the presentation is focused around the “what”: your unique system, process, or framework. In *Expert*

Secrets, we call this the “vehicle.” For my business, my vehicle is funnels. Through funnels, people can achieve success in their business. Later, during the Stack and Close, you’ll introduce your product or service, which gives them the “how” to do it (the step-by-step tactics to implement it into their lives).

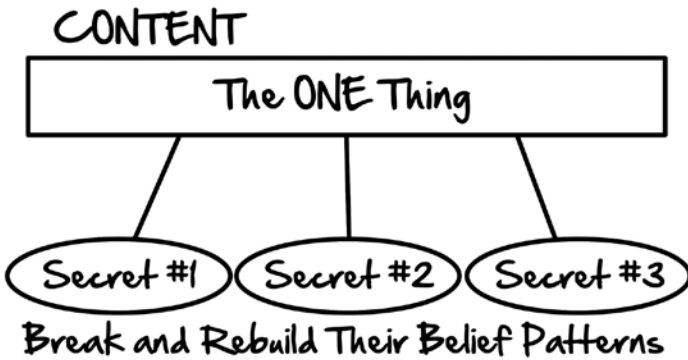


Figure 22.3:

The second part of this script delivers on the big promise you made in the introduction.

The One Thing: My whole presentation revolves around the *One Thing* that I want them to understand. For my webinar teaching people about funnels, the One Thing I need them to believe is:

Funnels are the number one way to growing their company.

If I can get them to believe that, the big domino will fall, and they’ll have to give me money. So during the first part of my presentation I’m telling my *own personal origin story* that will show why I believe that my system, process, or framework is the secret to change their lives.

Recently I did a presentation to sell my High-Ticket Secrets course and this was the headline for the presentation; it was also

the One Thing that I needed them to believe, and it was the big domino for the presentation.

How to add high-ticket sales to your sales funnel instantly—without you personally talking to anyone on the phone . . . ever!

For this offer, I looked at what the other “gurus” were teaching about making high-ticket sales. They were all teaching how to close people on the phone. Well, I *hate* talking on the phone, and I think most of my audience does too. So I decided to show people how they can still take advantage of high-ticket sales *without* talking on the phone. I need them to believe that it is possible, and if they do, they will buy my program showing them how to do it.

During this first section of my presentation, I presented this idea, and I told my origin story about how I discovered it was true for me. At this point in your presentation, after you tell your own personal origin story, there will be many people who are ready to buy.

Three Secrets: After I tell my origin story and why I believe this vehicle is the right one for them to achieve their goals, I need to look at what would hold them back from actually buying. They usually have false beliefs about one (or more) of the three things below:

- **The vehicle:** False beliefs about the vehicle you are presenting them
- **Internal beliefs:** False beliefs about themselves
- **External beliefs:** False beliefs about things outside of their control

After I explain this big idea (the One Thing), I share three secrets that will break the three false beliefs I listed above.

For my High-Ticket Secrets webinar, there were three belief patterns that I had to break in order to get people to buy. Below are the common false beliefs and the secrets I created to destroy that line of thinking.

■ **Secret #1: False belief about the vehicle**

Break false belief:

The best model for making money online is to sell information products or e-commerce products.

Rebuild new belief:

You can make more money in one day selling high-ticket products than you can in a MONTH by selling normal products.

■ **Secret #2: False internal belief**

Break false belief:

To sell high-ticket products, I have to sell on the phone.

Rebuild new belief:

You don't personally have to sell anything! (Big plus because I hate phones!) Let me show you how to build a two-person mini call center to close all the sales for you.

■ **Secret #3: False external belief**

Break false belief:

It probably costs a fortune to drive enough traffic to make this work.

Rebuild new belief:

You only need a little bit of traffic to make this work (about 100 clicks a day).

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For each of these secrets, I’m using stories to break and rebuild their false belief patterns. I tell them the story about how I used to believe what they believe, but because of some experience, I now know there is a different, better way. When you tell them that story, they will have the same epiphany that you had, and their beliefs will change as well.

THE STACK AND CLOSE

After you have finished the content section of the presentation, we move on to the Stack. This is where you present the offer in a way that makes it completely irresistible.

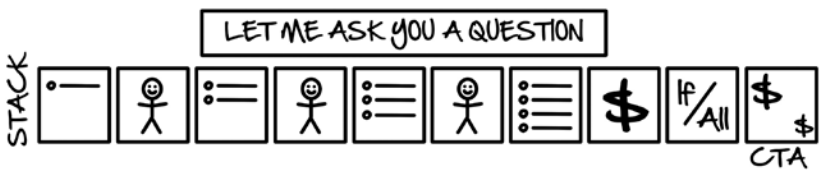


Figure 22.4:

The third part of this script introduces your solution and makes an offer your viewers can’t refuse.

It starts with the transition from teaching to selling.

Let me ask you a question: The hardest part of selling on a webinar, for most people, is transitioning into the close. They start to get nervous, and the hesitation shows in the voice and confidence level. The best way I’ve found to transition is simply to say, “Let me ask you a question . . .” and then ask:

Is it okay with you if I spend 10 minutes going over a very special offer I created to help you implement _____?

You can feel confident transitioning to your close at this point because it’s your moral obligation to show them you have something that can help them achieve their desired result. After that, you move straight into how your product will help the

participants with whatever your One Thing is. Once you transition to your sales pitch, you're going to move into the Stack.

The Stack: I consider the Stack my secret weapon. I learned it from one of my mentors, Armand Morin. I saw him speak onstage and close nearly half the room with almost no effort. I pulled him aside to find out what he was doing, and he explained the Stack to me. I started using it immediately, and I went from closing on average 5–10 percent of a room to consistently closing 30–50 percent or more. Then I started using it on my sales webinars and saw a dramatic increase in how much I made from each presentation. It's worked so well and so consistently that I will never give a sales presentation again without it.

Armand taught me that the only thing your prospect remembers when you sell is the last thing you showed them. He explained that most sales presentations focus on the core offer, then a list of bonuses; when the speaker shows each element of the offer individually, the prospect doesn't remember everything they can get. They can only consciously remember the last item you showed them. So then they look at the value of the last bonus versus the price you ask for the entire offer, and if they don't feel it's worth that price, they won't buy.

So Armand builds a presentation slide called a Stack slide. This slide has everything included in the offer, presented in a long, bulleted list. He introduces the first bullet point, talks about it, moves to the second bullet point, and so on. But when he shows the slide with the second bullet, he restacks the offer.

*So what that means is that you're first going to get _____
and also _____.*

He then talks about the next component of the offer and reveals the next Stack slide, but this time, there are three products listed in the offer, stacked from the first mentioned to the last. Be sure to notice the order and arrangement.

*So what that means is that you're first going to get _____
and also _____ AND also this _____.*

He keeps doing this throughout the entire close. When he gets to that last part of the offer, he shows the final Stack slide with *everything* listed and recaps each item on that slide.

One Funnel Away: PLATINUM Edition

- **30 Days of Coaching (Russell, Julie, Stephen)** (\$1,997 Value)
- **OFA Challenge Kit (Plus “30 Days” Book!)** (\$197 Value)
- **Dot Com Secrets LIVE** (\$2,997 Value)
- **Expert Secrets LIVE** (\$2,997 Value)
- **Traffic Secrets LIVE** (\$2,997 Value)

Total Value: \$11,185

Join The Challenge Now At: www.OneFunnelAway.com/platinum

DEATH WEBSITE click funnels

Figure 22.5:

A Stack slide shows the entire offer with the total value attached so buyers can see all they’re getting when they buy.

Then he finally introduces the price. Now prospects associate the price with the full offer—not just the last thing he mentions.

After you reveal your full Stack slide, you want to show the total value of everything the buyers are going to receive. Even though the price you name first isn’t what buyers will actually pay, you need to anchor that price in their minds before you move on. We do that by introducing “If all” statements similar to the ones we used in the “Star, Story, Solution” script.

If all: At this point in the presentation, I’ve built up the value of the offer, and I want to get them to tell me that it’s actually worth what I’m asking for it, so I use the words “If all” to anchor the offer and help the buyer justify the price I have given. These statements also help the buyer remember they’re trying to move

toward pleasure and away from pain, and my product will help them achieve that.

I'm not going to charge you the \$11,185 that this offer is worth, but I have a question for you. Let's say we did charge you the full \$11,185. Would it be worth it?

Toward pleasure:

If all this did was give you the house of your dreams, would it be worth it?

Away from pain:

If all this did was let you fire your boss, would it be worth it?

I like to try to get them to say yes three to five times by asking multiple "If all" questions before I then move into the price drop.

Reveal the real price: Now tell them the actual price. This price should be much lower than the price you gave after the Stack.

I'm not going to charge you the \$11,550 that this is worth . . .

I'm not going to charge you the \$4,997 that we sell this for retail . . .

I'm not even going to charge you the \$1,997 that most of you were probably assuming I was going to charge.

Because you are here today, I'm going to give you a very special price of just _____.

From there I would then give them a CTA, telling them how to purchase. It may be to click on a link, call a phone number, or run to the back of the room.

There are many other closes and things you can do in this script to elicit emotion and break false belief patterns to get people to buy. I wish I could spend another 100 pages going deeper into

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this script so you could master it, but that’s why I wrote *Expert Secrets*. If you are creating a “Perfect Webinar” presentation such as a video sales letter, webinar, or product launch, then be sure to dive deep into that book as I go slide by slide through what to say and how to say it.