

# 6-Figure

## Webinar Assessment:

### 16 Tips & AI Hacks to Rock Your Webinars

Use the following list to assess your webinars to find more clients, triple your conversions, and experience six-figure launches.

Our clients have used these strategies to collectively make millions of dollars & share their work with the world in a bigger way!

**NOTE:** The terms “webinar” and “masterclass” are often used interchangeably. This template can also be used to outline Facebook Challenge Daily Trainings.

Let's get started!





# START WITH A MAGNETIC WEBINAR TITLE

Without a great title, nobody will come to your webinar!  
Here's a couple of options for how to position your title.

## THE “AVOID MISTAKES” TYPE OF FRAMING:

- Attn Women Entrepreneurs: 3 Mistakes that keep you INVISIBLE ONLINE
- 3 Mistakes Parents make that keep you in a POWER STRUGGLE with your Kids
- 3 MUST AVOIDS when handling TEMPER TANTRUMS

## THE POSITIVE / SOLUTION TYPE OF FRAMING:

- 3 Secrets to getting your infant to sleep through the night
- 7-FIGURE HACKS to Finding your CLIENTS ONLINE

*AI Prompt*

### TELL AI WHO YOUR IDEAL AUDIENCE IS

“I work with women in perimenopause who are experiencing hot flashes and mood swings and want to eliminate their symptoms naturally.”



Based on the tips above, and using the AI prompt if it serves you...

BRAINSTORM: MAGNETIC TITLE IDEAS HERE

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Teach several steps and give great content, but help your audience understand that they will need ongoing support with the steps you teach.

For example...

If you are a relationship coach, your talk could be 3 must-have tips to navigate online dating. Then your offer could be that you help people heal from past relationships so they can find the love of their life.



# AI Prompt

## ONCE AI KNOWS WHO YOUR AUDIENCE IS...

“I’m hosting a webinar on (insert topic). Can you help me brainstorm 3 teaching points that will support my audience to get in touch with both the challenges they’re facing and the bigger vision they have?”

Based on the tips above, and using the AI prompt if it serves you...

BRAINSTORM: 3 TEACHING POINTS HERE

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# #3

## CONSIDER...WHAT WILL PREPARE PARTICIPANTS FOR YOUR OFFER?

Ask yourself... What do people need to understand or believe about themselves in order to feel prepared & safe to invest? Then... teach to that.



## For example...

If you are a relationship coach, people need to believe that they can be lucky in love. Teach content & share stories of people finding love even after wanting to give up or in their 2nd half of life.

### Results from my client Emily's Epic Webinar

Promo Webinar → Discovery Session → High Ticket Sales

40 women registered → 20 showed up

6 sign up for a discovery session

Offered a 6-month LOVE coaching Intensive: \$4000

2 People purchased her 6-month program

Total = \$8,000

WHEN YOU START, DON'T INTRODUCE  
YOURSELF RIGHT AWAY - MAKE IT  
ABOUT THEM!

#4

Start with "Welcome! If you are interested in  
[Insert benefits of your talk here] - you're in the  
right place!"



# #5

## GIVE PEOPLE A REASON TO STAY UNTIL THE END

When you first start the webinar, share something HOT that you're going to teach at the very end. You can also just do a great job laying out everything your participants are going to learn. NOTE: DON'T WORRY ABOUT SOME PEOPLE DROPPING OFF - they are not your people.

For example...

*"Here's what you'll LEARN... (3 Keys, 5 Secrets, Simple Strategies)"*

## ASK ENGAGING QUESTIONS & ASK YOUR AUDIENCE TO POST IN THE CHAT

# #6

Ask them to post 1 WORD in the comment thread, ie:

- "What's your biggest struggle in 1 word?"
- "Post 1 word that represents your vision."
- "Post YES if you are here because you are looking for ... (Insert results)?"



# AI Prompt

First, tell AI who your clients are. Next, tell AI you're planning to host a masterclass and you would like to brainstorm 3 simple, engaging questions that your audience can easily answer "YES" to when you open your masterclass.

Based on the tips above, and using the AI prompt if it serves you...

BRAINSTORM: 3 SIMPLE ENGAGING QUESTIONS

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## Results from my client Carrie's 3 Monthly Masterclasses

3 Masterclass per month → Discovery Sessions

Transform Your Body Virtual Workshop

EACH TIME:

About 50 registered → 20 showed up → Approx 7-9

Booking Sessions

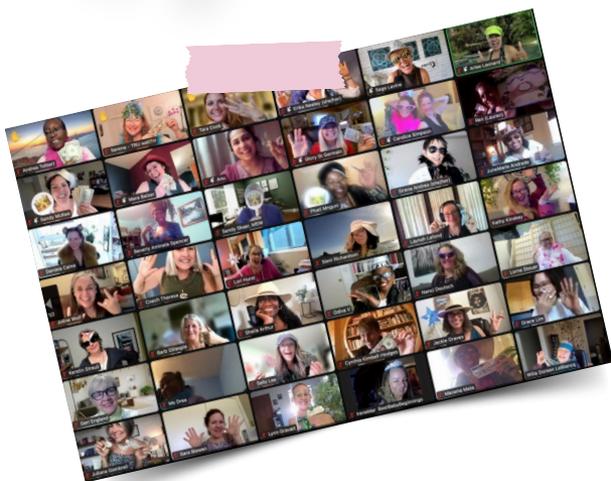
12 Signed up for her 6-month program x \$6,000

Total = \$72,000 (Some on Payment Plans, some PIF)



# #7

## DON'T PROMISE A REPLAY



If you give access to webinars/videos for an indefinite amount of time, you risk training your audience to not show up. If you do an encore or replay, make it available for a limited amount of time (just a few days) & then take it down. Or, provide replays on an individual basis, but not to send to the entire list.

## CONNECT WITH A STORY

# #8

Share a story that mirrors your clients' struggle - "I've been there too" Keep it short - share your story in about 2-4 minutes.

Tell them what was your turning point & the resulting success / passion / commitment.

Don't forget to tie back your story to your listeners. Connect the dots - "Here's why knowing this can change your life."

**For example...**

*"This is how it's been challenging for me. I want to invite you to think of a time it's been challenging for you and what you did to overcome that challenge."*



# AI Prompt

I'm using my story to position my offer  
(INSERT YOUR PROGRAM NAME OR RESULTS OF  
YOUR OFFER).

>>I'm going to plug in a draft of my story in a moment,  
can you help me make sure it includes the following?

- (1) A clear story arc
- (2) A clear turning point that highlights a pivotal moment where change ignited,
- (3) A "climb out" that describes the steps I took, that mirror the steps my clients will need to take,
- (4) Sensory emotions so the audience can feel the highs & lows
- (5) A strong resolution, relatability and a "tie back" so my participants can connect & envision their own transformation



**THEN, PLUG IN A DRAFT OF YOUR STORY & ASK  
AI TO FINE-TUNE IT USING THE ABOVE 5 STEPS**

Based on the tips above, and using the AI prompt if it serves you...

BRAINSTORM: A DRAFT OF YOUR STORY

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Transparent sales is all about being upfront about the fact that you're in business.

On your webinars, you earn the right to sell by giving great content, then letting your audience know there's more where that came from.





## IDEAS ON HOW TO SEED YOUR OFFER DURING YOUR TALK:

*“If you’re interested in getting more support... I’ll be letting you know about an easy next step you can take at the end.”*

*“My clients who graduate from my (INSERT NAME OF YOUR PROGRAM) have “X” results...”*

*“I love supporting people with my (INSERT NAME OF A PROCESS YOU USE) to help them create “X” results...”*

*“I have a hands-on, high-touch program where I help my clients achieve “X” results so they can (INSERT PRACTICAL LIFE OUTCOMES LIKE MORE TIME / MORE MONEY / MORE CONFIDENCE / ETC)”*



# ENGAGE YOUR AUDIENCE WITH INTEGRATION EXERCISES

# #10

Alternate teaching with exercises that allow your audience to immerse themselves in your content.

This creates an opportunity for deeper learning and gives them time to be seen and heard – so important for opening people up to working with you.

# #11

# CREATE CONFIDENCE FOR YOUR AUDIENCE TO INVEST

Consider: What does your audience need to know to feel confident investing?

Be real! Keep it short, this is ideally a client story, but you can also share research to back up your services or it can be an extension of your opening story.

## For example...

If you are a relationship coach, share testimonials, statistics, or case studies that will inspire participants to take control of their love life & to believe that they can affect their love future!

*“Emily was struggling with “X”, we took her through \_\_\_\_\_ process, and she began having X, Y, Z results...”*



## My client Robin's 6-Figure Video Challenge

5-DAY Video Challenge → Discovery Sessions → 6-month Group Program

Approx. 1100 registered for her 5-DAY Video Challenge  
- Hormone Balance Sisterhood FB Group

200-300 show up LIVE

17 women enrolled: Heal Your Hormones 6mo Program  
(17 x \$6000) >> \$102K

Total = \$102,000+ with upsells (About \$8,500/mo.)

## TRANSITION TO YOUR OFFER

#12

Ask... "What have you gotten out of being on the training?"  
(Take shares - interactivity increases engagement!)

Ask them to post their biggest takeaway on the  
comment thread.

For example...

*"What's the biggest thing you're taking away today?"*



# #13

## CREATE A HOT TITLE FOR YOUR FREE SESSION OR PROGRAM

Give it a great title! Say the name several times.

*"I'd like to invite you to take me up on a totally complimentary / free 1:1 session with me, called the Busy Mom's Breakthrough session. This is for you if you're committed to being the best mom ever AND you want to have a life outside of motherhood."*

*"It breaks my heart that people struggle with \_\_\_\_\_, that's why I opened up spots in my calendar to have what I call \_\_\_\_\_ sessions."*

*"I'm committed to people having \_\_\_\_\_ results, that's why I've created what I call \_\_\_\_\_ sessions or, that's why I created the \_\_\_\_\_ program."*

## SHARE YOUR BIG PROMISE

# #14

This is the heartfelt promise or big result of the offer or program you plan to present on your webinar.

For example...

*"When you graduate from my weightloss program, you can expect to be experiencing X, Y and Z (insert results) in your life, you'll always have these tools to return to. Let's chat! If it's a fit to do more work together, I'm committed to helping you create your dream body."*



# #15

## ADDRESS CONCERNS HEAD-ON

It's natural for your audience to have concerns regarding lack of time / money – so speak to the elephant in the room and get ahead of them.

For example...

*Time:*

*“I know some of you don't feel like you have the time to invest in more mentorship to learn to (example: ONLINE DATE). However, keep in mind that when you find that person you've been looking for, everything in your life improves. When life gets difficult you have a protective shell around you, and when life is good, it's even better because you're sharing it...”*

*Money:*

*“Did you know that married couples actually save (\$X thousands of dollars) a year and are happier & healthier, which can lead to having a LOT more money in your pocket... It really CAN be worth investing to find LOVE!”*

*AI Prompt*

Tell AI what your offer is & who your ideal client is, and then ask for the 5 biggest reasons someone would hesitate to invest in your offer, and what to say to inspire them to say yes to working with you.

Based on the tips above, and using the AI prompt if it serves you...

BRAINSTORM: CLIENT CONCERNS & RESPONSES

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Here are some example numbers that you can lean into as you assess the success of your webinar...



# MEASURING A SUCCESSFUL WEBINAR

## EXAMPLE POSSIBLE NUMBER:

### 30 REGISTRATIONS

If they came from ads – you might spend \$200 -  
About \$6.70 per registration

- 10 of the 30 show up (30% of registrations show up rate)
- 3 of 10 take you up on a free consult with you (30% take rate)
- 1 of those 3 hires you at \$7500 (30% conversion rate)

### Check out your NUMBERS!

- Did you have 35-55% of your registrations show up live?
- Did you have a 30% or higher take rate?
- Did you have 50% of any webinar-generated free consults turn into paying clients?

**Note:** *If you are still working to understand how to fill your webinars or virtual events, how to craft a compelling, client-attracting outline, how to make the offer, how to ensure people show up, how to turn free consults into paying clients... **Take the quiz** below & find out how we support 100s of clients a year to create 6 & 7 figures with webinars & virtual events!*



# Next Step!?

## TAKE THE QUIZ!

Want to predictably find high-ticket clients so you can grow to 6-figures and up?

When I was starting out, I did ONE thing right - and if you haven't already added this to your business, it would be my honor to help you get to the next 6 figures using this strategy.

<https://go.womenrockingbusiness.com/findmypurpose>

Once you take the quiz, I'll be able to see where you're at & the **#1 thing** that's going to help you find high-ticket clients the quickest...

Then I'll send you a video training based on your results. I can't wait for you to get in on this proven framework!

