

Hello there! The reason you are reading this document is because you probably are planning to do your own webinar. Now this doc is supposed to give you structure and then build from there with your own personality and flavor.

This is not the next best thing to sliced bread but this format worked for me. I genuinely hope this helps and I seriously want to know it did or didn't. PM me if it does!

You can have a look of my webinar presentation video that is based on this doc. Watch here: <https://rowilruelo.com/leads-overload-webinar-replay/>

The Webinar Template That Works for Rowil

- Reasons Why You Are Here Slide
 - Callout the pains of exactly who you want to talk to in the webinar
 - Write it in bullet form
 - 3-5 bullets is enough.
- Positive Testimonial Video or Story (Make it quick)
- The Filter Slide (Push Pull)
 - Callout negative attitude that your target audience would never want to be associated with
 - 3 bullets is enough
 - Shoo those type of people by saying “If you are one or more of these things, this training/webinar might not be for you”
- The BIG MISSION Slide
 - Share your ultimate purpose
 - One-liners are best (Personally, I used 3)
 - “Help All My Students & Clients Consistently Make 5-7 Monthly Revenue For Their Business”
- What You Will Learn Slide

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- Realization #1 That They Will Agree With
- Fast Action Solution
- Lesson #1
- Lesson #2
- Lesson #3 – Most Powerful Unique Mechanism
- The I AM LEGIT Slide
 - Photos of your speaking engagements, public appearances
 - Talk about this in a very subtle way
- ZERO to HERO Slide
 - 3 Interesting Facts About You
 - These should make your audience love you more and even make you more relatable
- EMOTIONAL WHY Slide
 - Could be a before and after photo of you before you knew how to win and then a photo of you while winning
- The Discovery Slide
 - How did you start out? Why did you start?
 - This could reflect the current situation of your audience
- The CORNERED Slide
 - Show how your discovery has created a new problem for you
 - Could be about income ceilings, more stress or less time.
 - Paradigm shifting Idea (eg. Leverage, Automation, New Approach)
- The AGAINST COMMON SENSE Slide
 - Show what you tried to do before and share how those didn't work
- The TURNING POINT Slide
 - When did you realize the opportunity.

- What kicked you to do it?
- Share an engaging TRUE STORY to make that idea tangible to your audience.
- THE SUPERPOWER Slide
 - This superpower should start building up to the lesson that you are about to share.
 - I used “INSERT SUPERPOWER HERE” to get “MARKET” to “GOAL”
 - In bullet form, show 3-4 benefits and results you got after applying your superpower
 - Introduce “NEW METHOD” of doing things.
- THE COMPLICATED VERSION Slide
 - Highlight your 10,000 hours of mastery.
 - Highlight the struggle and the failures you had
 - Highlight the successes as well.
 - Highlight how you found a way to achieve the same result without having to go through all these complicated things.
 - Highlight how this can be simplified then Segway to next slide...
- THE EASY VERSION Slide
 - Come up with a good Acronym like ACE or FAST or GOAL or GOOD
 - Make it easy to remember. Make it easy to understand.
 - Avoid using BIG words.
- AND THAT IS THE MAIN TOPIC FOR TONIGHT SLIDE
- EXPLAIN THE ACRONYM Slide
 - In bullet form, explain each letter of your acronym and how it makes your method or system or program work.
- PERSONAL RESULTS slide
 - Show results. It can also be a client result.

- Make sure you are not lying!
- Lesson #1 Slide
 - Paradigm shifting lesson (could be mindset)
- Lesson #1 Testimonial Slide
 - Show results related to lesson #1
 - Screenshots
- Lesson #2 Slide
 - Show something about fundamentals and how simple tweak can greatly improve results.
 - You can also share a FREE worksheet, template or checklist here to help them act on Lesson #2
- Lesson #2 Testimonial Slide
 - Show results related to lesson #2
 - Screenshots
- Lesson #3 Aftermath
 - Reveal a problem that arises when they start to get results and position Lesson #3 as the solution to that NEW PROBLEM
- Lesson #3 Slide
 - In bullet form, show what Lesson #3 is supposed to do in 3-4 bullets only
- Lesson #3 Testimonial Slide
 - Show results related to lesson #2
 - Screenshots
- ALL THE YEARS TO MASTERY and HOW IT CAN BE LEARNED Slide
 - Bullet 1: What superpower did you use to succeed.
 - Bullet 2: What crappy moments did you have to go through

- Bullet 3: How much do you charge your premium clients for them to achieve this result OR how much did you spend total to get those results.
- Bullet 4: “INSERT SUPERPOWER” is a learnable skill
- The I AM LEGIT Slide
 - Photos of your speaking engagements, public appearances
 - Talk about this in a very subtle way
- Final Case Study Slide
 - Best to use a story that is super relatable
 - Highlight that this case study is achieved because of using “YOUR OFFER”
- PERMISSION TO GIVE AN OFFER Slide
 - Talk about how you hope this session has helped, ignited or made the audience realize something.
 - Thank them for their time
 - Ask permission to give an offer
- THE PROGRAM TITLE + DATES Slide
- THE PROGRAM INCLUSIONS Slide
- THE WHO IS THIS PROGRAM FOR Slide
- THE Program Value Slide
 - Show regular price.
 - Then show your ACT NOW price
- THE SALES PAGE LINK Slide
 - Q&A Time! Show your sales page link the whole time.

If you want to see how I delivered this slide, you may watch my webinar video in this link:

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Webinerd,

Rowil “Leads Overlord” Ruelo

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