

THE WINNING WORKSHOP FRAMEWORK V002

Universal Hot-Step Webinar Template

Purpose: Teach ONE valuable hot step from your product/system, then pivot to pitch the complete program.

Target Runtime: 60 minutes (without Q&A) + 5-10 min Q&A **Target Slide Count:** 30-45 slides **Conversion**

Model: Workshop (Teaching) → Pitch (Offer)

QUICK REFERENCE OUTLINE - FOREST THROUGH THE TREES

Use this to see the complete flow at a glance before diving into detailed sections

PHASE 1: WORKSHOP (Teaching) - 22-24 min

1. **SOLUTION (20 sec - 3 min)** - Hook with bold promise
2. **BENEFITS (1-2 min)** - 3-5 "How to..." statements
3. **DIFFERENCE (30 sec - 1 min)** - Why this is hands-on, not fluffy
4. **WHO THIS IS FOR (1 min)** - Binary qualification
5. **RESULTS (1 min)** - Quick proof
6. **STICK (30-60 sec)** - Promise tool/resource at end
7. **CHALLENGES (2-3 min)** - 3 specific struggles
8. **BIG SHIFT (1-2 min)** - ONE paradigm shift
9. **INSTRUMENT (12-21 min)** - Teach your hot step framework
10. **CONFIDENCE CHECK (30 sec - 1 min)** - Mental commitment
11. **PICTURE (2-4 min)** - THE PIVOT to complete roadmap

PHASE 2: PITCH (Offer) - 25-30 min

12. **PROBLEMS (4-8 min)** - 2-3 broken approaches with math
13. **PROCESS (6-12 min)** - How YOUR system solves them
14. **PROOF (1-2 min)** - Case studies and results
15. **VALUE STACK (4-9 min)** - Progressive build with running total
16. **ANCHOR PRICE (1 min)** - Market rate context
17. **BRIDGE (30 sec - 1 min)** - Why charging less
18. **ACTUAL PRICE + CTA 1 (1-2 min)** - Real price reveal
19. **PRICE BREAKDOWN (30-60 sec)** - Daily cost reframe

20. **BONUSES / THE CATCH (1-2 min)** - Urgency or qualification
21. **URGENCY (30 sec - 1 min)** - Why decide NOW
22. **GUARANTEE (Optional - 1-2 min)** - Risk reversal
23. **FORK IN THE ROAD (1.5-3 min)** - Two futures
24. **CTA 2 (1-2 min)** - Final enrollment push
25. **SOCIAL PROOF (LIVE ONLY - 1-2 min)** - Public commitment (100+ only)
26. **TOOL DELIVERY (1-2 min)** - Deliver promised resource

PHASE 3: Q&A + CLOSE (6-12 min)

Q&A (5-10 min) - 5-7 FAQs to address objections **ASSUME THE SALE (1-2 min)** - Next steps, screen share

TOTAL: 53-70 minutes

- Workshop: 22-24 min
- Pitch: 26-33 min (add 1-2 if Social Proof used)
- Q&A: 5-10 min
- Assume the Sale: 1-2 min

Target: 60 min main + 5-10 min Q&A

WHO THIS IS FOR

This framework is designed for coaches, creators, and experts who want to:

- Sell memberships (\$149-297/month) OR high-ticket programs (\$3K+)
- Deliver real value before pitching
- Automate their workshop for evergreen revenue
- Build trust and authority through teaching

What makes this different:

- You teach ONE thing deeply (not your whole system)
- Clear pivot point between teaching and selling
- Starts LIVE to validate, then automates once proven
- Proven to convert 5-7% of attendees

CRITICAL: Live First, Then Automate

- You **MUST** deliver this live 3-5 times minimum
 - Track conversion rates and optimize messaging
 - Only automate once you're hitting 5-7% conversions consistently
 - Automating an unproven workshop = wasted ad spend
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FRAMEWORK STRUCTURE

PHASE 1: WORKSHOP (Teaching) - 22-24 min

- Deliver massive value by teaching one hot step
- Build belief and confidence
- Create the pivot to your complete offer

PHASE 2: PITCH (Offer) - 25-30 min

- Show why they need the complete system
- Stack value and present pricing
- Drive to enrollment

PHASE 3: Q&A (Separate) - 5-10 min

- Address objections
 - Convert fence-sitters
 - Reinforce key points
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TOTAL SLIDE COUNT GUIDANCE

Workshop Phase: 12-18 slides Pitch Phase: 18-27 slides Total: 30-45 slides

Factors that affect slide count:

- Complexity of your framework (3 steps vs. 9 steps)
 - Number of broken models in Problems section (2-3)
 - Size of value stack (5-15 line items)
 - Number of components in your full system (2-5)
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PHASE 1: WORKSHOP (Teaching)

1. SOLUTION (20 sec - 3 min)

Purpose: Hook them with a bold promise and set the agenda

SLIDE 1: Title + Visual

- Eye-catching image related to the outcome
- One powerful sentence promise
- Example: "How to [achieve specific result] in [timeframe] without [pain they want to avoid]"

Total slides: 1 Total time: 20 sec - 3 min

Examples:

- "How to create a message that stands out even in crowded markets"
- "How to lose 20 lbs in 90 days without giving up your favorite foods"
- "How to close high-ticket clients without sales calls or follow-ups"

Notes:

- Keep it simple - one slide, one promise
 - No need to explain HOW yet - that's what the workshop does
 - Future pace the transformation they'll experience
-

2. BENEFITS (1-2 min)

Purpose: Show them what they'll learn and plant the pitch tease

SLIDE 2: "What You'll Learn Today"

The 5 Benefits Format: List 3-5 specific "How to..." statements

Benefit 1-4: What they'll learn in the workshop

- Focus on the hot step you're teaching
- Be specific and concrete
- Use measurable outcomes where possible

Benefit 5 (Final - PITCH TEASE): Hint at the complete system

- "The [X]-step [Your System Name] you can use to [bigger transformation]"
- Don't explain it - just name it
- Creates curiosity for the pitch

Total slides: 1 Total time: 1-2 min

Example (Offer Creation Workshop):

1. How to create an irresistible message that stands out
2. How to identify the ONE result your audience will pay for
3. The 6 elements every successful offer needs
4. How to use this framework for 100% of your marketing
5. The simple 3-step "Customer Engine" model (*pitch tease - don't explain*)

Notes:

- Benefits 1-4 deliver on what they'll learn NOW
 - Benefit 5 plants the seed for your complete program
 - This creates the natural bridge to your pitch later
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3. DIFFERENCE (30 sec - 1 min)

Purpose: Set expectations - this is hands-on and valuable, not a pitch fest

SLIDE 3: "How This Workshop Is Different"

The 3 Differences:

Difference 1: Experience Focus

- "This is NOT a fluffy pitch where you listen and take notes"
- Explain what it IS: hands-on, practical, working session

Difference 2: What They'll Create

- "You'll [create specific outcome] that [achieves result]"
- "Even in [their challenging condition]"

Difference 3: What They'll Leave With

- "You'll leave with the actual strategy and tools you need"

- "Not theory to figure out later, but a system you can use immediately"

Total slides: 1 Total time: 30 sec - 1 min

Example:

1. NOT a fluffy pitch - this is hands-on and practical
2. You'll create an irresistible message that stands out even in crowded markets
3. You'll leave with actual tools you need - not theory to figure out later

Notes:

- Manages expectations upfront
 - Positions workshop as valuable teaching, not just sales pitch
 - Creates psychological safety for them to stay engaged
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4. WHO THIS IS FOR (1 min)

Purpose: Binary qualification - create buy-in and filter wrong audience

SLIDE 4: "This Workshop Is Perfect For..."

Two Types Who Benefit:

Type 1: [People with the problem who need refinement]

- Example: "Those who already have an offer but can't explain it clearly or stand out"

Type 2: [People starting fresh who need foundation]

- Example: "Those starting fresh and want to build the right message from day one"

Total slides: 1 Total time: 1 min

Why This Works:

- Creates psychological buy-in ("That's me!")
- Filters out wrong audience before they waste time
- Makes right audience feel validated
- Binary format is simple and inclusive

Example (Weight Loss): Type 1: "You've tried diets before but can't keep weight off" Type 2: "You're starting your first weight loss journey and want to do it right"

5. RESULTS (1 min)

Purpose: Quick proof that the transformation is possible

SLIDE 5-6: Social Proof

What to Show:

- 2-3 quick before/after examples
- Visual transformations when possible
- Specific numbers, timeframes, outcomes
- Real client language and testimonials

Total slides: 1-2 Total time: 1 min

Examples:

- Before/after offer messages (for messaging workshop)
- Before/after weight loss photos (for fitness workshop)
- Revenue screenshots (for business workshop)
- Client video testimonials (brief clips)

Notes:

- Keep it fast - this builds belief, not deep dive proof
 - Essential for direct response - don't skip
 - Save detailed case studies for the PROOF section in the pitch
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6. STICK STRATEGY (30-60 sec)

Purpose: Promise tool/resource at end to keep them engaged

SLIDE 7: "Stay Until The End For..."

The Promise:

- "At the end of this workshop, you'll get [specific tool/resource name]"
- "The same [tool] my [paying clients/members] use"
- "But you must stay until the end to get the link"
- Brief tease of what it does (1-2 benefits)

Total slides: 1 Total time: 30-60 sec

Examples:

- "The Million Dollar Message Builder AI Tool"
- "The Complete Macro Calculator Spreadsheet"
- "The High-Ticket Sales Script Template"

Notes:

- This is the "carrot" that keeps them from leaving early
 - Make it valuable enough they want it
 - Deliver it AFTER the pitch (Section 26)
-

7. CHALLENGES (2-3 min)

Purpose: Hit their specific struggles - reverse-engineered from your solution

SLIDE 8: "The 3 Struggles"

Opening Line (NEW IN V002): "If you've been struggling to [achieve their goal/translate what they do into X], and you've said to yourself any of the following..."

The 3 Pain Points:

Pain 1: [Core problem your solution fixes]

- What they say to themselves
- The frustration they feel
- Specific examples in their language

Pain 2: [Secondary struggle]

- Related pain point
- What they've tried that failed
- The consequences

Pain 3: [Third angle of the problem]

- Another dimension of their struggle
- Time/money wasted

- Feeling stuck

Total slides: 1-3 (can be 1 slide with all 3, or 1 slide per pain) **Total time: 2-3 min** (~40 sec per pain point)

Format Options:

- List format: All 3 pains on one slide
- Column format: 3 columns showing different pain categories
- Sequential: One slide per pain point for deeper exploration

Examples (Offer Creation): Pain 1: "My offer sounds like everyone else's" Pain 2: "I built the funnel but nobody converts" Pain 3: "I spent \$2K on ads and got nothing"

Notes:

- Use their exact language from customer research
 - Make them nod along ("That's me!")
 - Sets up the Big Shift as the solution
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8. BIG SHIFT (1-2 min)

Purpose: The ONE paradigm shift that reframes the problem

SLIDE 9-10: "The Real Problem" / "The Shift"

The Reframe:

- Name the REAL issue they're facing
- Share your unique insight/rule/principle
- Explain why their current approach isn't working

NEW IN V002: Define Key Terms If your insight involves a concept, define what it actually means:

- "An optimized [thing] = [component 1] + [component 2] + [component 3]"
- Makes your paradigm shift concrete and actionable

NEW IN V002: The Closing Punch End with a definitive statement that reinforces the shift:

- Example: "There is no amount of [tactic] that can cover up a bad [core thing]"
- Makes the insight memorable and quotable

Total slides: 1-2 Total time: 1-2 min

Examples:

The 96/4 Rule (Messaging):

- "Your offer is 96% of your success"
- "But you're spending 96% of your time on the 4% stuff"
- **Definition:** "An optimized offer = right message + right problem + right audience + formatted right"
- **Closing:** "No amount of marketing can cover up a bad offer"

The Reverse Diet (Weight Loss):

- "You're not eating too much - you're eating too little"
- "Your metabolism has adapted down from chronic dieting"
- We need to reverse it before cutting calories

The No-Call Close (Sales):

- "Sales calls don't close deals - positioning does"
- "By the time they get on a call, they've already decided"
- We need to sell them BEFORE the call, not during it

Notes:

- This is the "aha!" moment
 - Relief/resolve after showing the pain
 - Sets up your framework as the solution
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9. INSTRUMENT - THE TEACHING (12-21 min)

Purpose: Deliver core value by teaching your hot step framework

This is the MEAT of your workshop - where you actually teach.

Structure: 3 Parts

A. Aggregate Data Snapshot (1-3 min) - OPTIONAL

SLIDE 11: "Here's What I'm Seeing..."

Show Trends:

- "Before we dive in, here's what I'm seeing in [your field/the submissions]..."

- "Most [people/messages/attempts] score [X] out of 10"
- "The biggest mistakes are [X, Y, Z]"

NEW IN V002: AI Analysis Stats (If Applicable) If you collect submissions before the workshop, analyze them and share the data:

- "I had my [tool/system] analyze [X number] of submissions"
- Break down the results with specific percentages
- Show how many were blocked/needed work/were ready
- **Example:** "Out of 98 submissions: 64% completely blocked, 29% needed work, 7% minor polish, 0% ready to go"

Why This Works:

- Establishes credibility (you've seen patterns)
- Makes them feel understood
- Sets up the framework as the fix

Total slides: 0-1 Total time: 0-3 min

B. Framework Overview (2-5 min)

SLIDE 12-13: "Here's The System"

Show the visual:

- Display your complete framework diagram
- "Here's the [X]-step [Framework Name] we're using today"
- **NEW IN V002:** "This proven [X]-step model for [outcome] that works even in [challenging condition - like 'ultra crowded markets']"
- Walk through: Start → Steps → End Result
- Point out the tool/worksheet they'll get

Total slides: 1-2 Total time: 2-5 min

Examples:

- 7-step Million Dollar Message framework
- 4-phase Reverse Diet protocol
- 5-step No-Call Close system

Notes:

- Keep this high-level - you're showing the map
 - Detailed teaching comes next
 - Make it visual - people should SEE the framework
-

C. Teaching The Elements (8-16 min)

SLIDES 14-25+: One Slide Per Element/Step

How to structure:

- Dedicate 1-3 slides per framework element
- Time per element: 1-3 min depending on complexity
- Total elements: 3-9 (most common: 5-7)

For each element, show:

1. **What it is** - Define the element clearly
2. **Why it matters** - The impact of getting this right
3. **Best practice** - How to do it well
4. **Common mistake** - What NOT to do
5. **Example** - Good vs. bad example

Teaching Flow:

- Element 1 → Element 2 → Element 3, etc.
- Weave in stories and examples
- Keep energy high
- Ask rhetorical questions to maintain engagement

Total slides: 6-18 (1-3 slides per element x 3-9 elements) **Total time: 8-16 min** (1-3 min per element)

Example (6-Element Message Framework):

- Element 1: Ideal Audience (1.5 min)
- Element 2: Currency Calculator (1.5 min)
- Element 3: Core Currency (1.5 min)
- Element 4: Measurable Metric (1.5 min)

- Element 5: Target Timeline (1.5 min)
- Element 6: Painful Pitfalls (1.5 min) **Total: 9 min**

Notes:

- This is where they get the value
 - Don't rush - this justifies them staying
 - Balance depth (valuable) with brevity (maintain energy)
-

TOTAL INSTRUMENT TIME: 12-21 min

- Aggregate data: 0-3 min (optional)
 - Framework overview: 2-5 min
 - Teaching elements: 8-16 min
-

10. CONFIDENCE CHECK (30 sec - 1 min)

Purpose: Get them to mentally commit before the pitch

SLIDE 26: "Quick Check..."

The Question:

- "On a scale of 1-10, how confident are you that [using this framework] would help you [achieve outcome]?"
- "Type in chat or just think about it"
- "If you're at a 7 or above, perfect..."

Total slides: 1 Total time: 30 sec - 1 min

Why This Works:

- Creates micro-commitment
- Gets them to self-assess their belief level
- Primes them for the offer ("I believe this works")
- Separates workshop from pitch psychologically

Examples:

- "How confident are you that using this MDM framework would help you get 5-10 better clients?"

- "How confident are you that following this protocol would help you lose 15-20 lbs?"

Notes:

- Don't spend too long here
 - Goal is quick mental checkpoint, not extended discussion
 - Transition smoothly to the pivot
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11. PICTURE - THE PIVOT (2-4 min)

Purpose: Zoom out to show the complete roadmap and ask permission to pitch

This is THE critical transition from teaching to selling

Three-Part Structure:

Part 1: Transition + Permission (45 sec - 1 min)

SLIDE 27: "This Next Part Is HUGE"

- "What you just learned is [powerful/valuable/game-changing]"
- "But it's just [ONE piece/the tip of the iceberg]"
- "This is ONE part of a complete system called [Your Program Name]"

The MDM-Formatted Promise:

- State your complete program promise in MDM format
- "It's a new way to [get outcome] in [timeframe] without [pain they want to avoid]"

Ask Permission:

- "Can I show you how it works?"
- "Can I walk you through the complete system?"

Total slides: 1 Total time: 45 sec - 1 min

Part 2: The Big Picture/Map (1-2 min)

SLIDE 28: Complete System Roadmap

Show the visual:

- Display your full program roadmap/system diagram
- "Here's the complete system:"

Break it down:

- Name each major component/engine/phase
- Show where the workshop topic fits in
- "You just learned [Workshop Topic] - that's Step 1 of [Component A]"
- Show the other components briefly

Total slides: 1 Total time: 1-2 min

Example (3-Engine System):

- **Offer Engine** (you just learned the MDM - step 1)
 - **Content Engine** (turns your message into content)
 - **Traffic Engine** (gets it in front of buyers)
 - "These 3 engines work together - you need all 3"
-

Part 3: Bridge to Problems (15-30 sec)

SLIDE 29: "Here's Why This Matters..."

The transition:

- "Now, most people try to [achieve goal] one of [2-3] ways..."
- "Let me show you why they all fail..."
- "...and why [Your System] is different"

Total slides: 1 Total time: 15-30 sec

TOTAL PICTURE TIME: 2-4 min

- Part 1 (Permission): 45 sec - 1 min
- Part 2 (Big Picture): 1-2 min
- Part 3 (Bridge): 15-30 sec

Notes:

- This is THE pivot point
 - You've taught, now you're transitioning to pitch
 - Asking permission makes it feel natural
 - The roadmap visual is critical - make it clear and compelling
-

PHASE 2: PITCH (Offer)

12. PROBLEMS - BROKEN MODELS (4-8 min)

Purpose: Show why 2-3 common approaches fail using math/logic

SLIDES 30-35: One Per Broken Model

Format: 1.5-3 min per broken model

For each broken model:

1. **Name it** - "Model 1: [Approach Name]"
2. **Describe it** - How most people do this
3. **Show the math** - Why the economics don't work
4. **Reveal the flaw** - The fatal problem with this approach
5. **Paint the consequence** - What happens if they continue this way

Common Broken Models to Address:

For Business/Coaching Programs:

- Low Ticket (need 100s of customers, support crushing, race to bottom)
- Mid-Ticket Courses (low completion, no accountability, hard to charge premium)
- Traditional High Ticket (sales calls, no-shows, float period, guru zone)

For Other Topics:

- Generic approach vs. Your specific methodology
- Old way vs. New way
- DIY approach vs. Guided system

Total slides: 2-6 (1-2 slides per broken model) **Total time: 4-8 min** (1.5-3 min per model)

The Bridge (30 sec):

- "[Your System Name] fixes all [three/these issues]..."
- "Let me show you how"

Notes:

- Use MATH - show the actual numbers
 - Make it concrete and specific
 - Create the problem your system solves
-

13. PROCESS - YOUR SOLUTION (6-12 min)

Purpose: Break down how YOUR system solves the broken models

SLIDES 36-45: Your Complete System

Structure:

- Break your system into 2-5 major components
- Spend 2-4 min per component
- Use MDM-formatted promises for each

For each component:

1. **MDM Promise** - How this component solves a problem
2. **What's included** - The frameworks/tools/training in this part
3. **Quick visual** - Flash the framework/roadmap briefly
4. **Outcome** - What they'll have after completing this

Total slides: 4-15 (2-3 slides per component) **Total time: 6-12 min** (2-4 min per component)

Example (3-Component System):

Component 1: Offer Engine (3 min)

- MDM Promise: "Get a message that stands out and converts"
- What's included: MDM Builder, Roadmap Builder, Model Builder
- Flash the frameworks
- Outcome: Dialed-in offer that attracts clients

Component 2: Content Engine (3.5 min)

- MDM Promise: "Create all your content without guessing"
- What's included: SCRIPT Framework, Hooks, Sequences
- Show the templates
- Outcome: 90 days of content ready to go

Component 3: Traffic Engine (3.5 min)

- MDM Promise: "Get paying customers without wasting money"
- What's included: Ads System, Organic Strategy, Conveyor Belt
- Show the approach
- Outcome: Consistent flow of qualified leads

Notes:

- Build value without teaching the details
 - Keep it moving - you're showing them what's inside
 - Each component solves a piece of the broken models
-

14. PROOF (1-2 min)

Purpose: Social proof that your system works

SLIDES 46-48: Case Studies + Testimonials

What to show:

- 2-4 quick case study highlights
- Revenue numbers, timeframes, transformations
- Before/after comparisons
- Client testimonial quotes or video clips

Format:

- Keep it fast - this is credibility boost, not deep dive
- "Real people, real results"
- Mix of text and visuals

Total slides: 1-3 Total time: 1-2 min

Examples:

- Client went from \$0 to \$15K/month in 90 days
- Client got 27 qualified leads in first week
- Client lost 18 lbs in 60 days

Notes:

- Different from RESULTS section (which was quick belief-building)
 - This is deeper proof that the COMPLETE system works
 - Use specific numbers and outcomes
-

15. VALUE STACK (4-9 min)

Purpose: Stack the value line by line to justify the price

SLIDES 49-52: Progressive Build

The Build: Reveal line by line with running total on screen

Structure:

1. **Core systems/frameworks** (list each with individual value)
2. **Tools and resources** (templates, swipe files, AI tools)
3. **Live components** (coaching calls, workshops, events)
4. **Support/community** (daily access, unlimited questions)

Format:

- Start with slide showing first item + value
- Add line, running total updates
- Add line, running total updates
- Build to impressive total

Total slides: 1-4 (can be progressive reveal on one slide or separate slides) **Total time: 4-9 min** (pause between each addition to let it land)

Example:

Systems (\$9,788)

- System 1: \$2,997

- System 2: \$1,997
- System 3: \$1,997
- System 4: \$1,997

Resources (\$2,800)

- 28 Done-For-You Roadmaps: \$2,800

Live Training (\$4,500)

- 9 Monthly Workshops: \$4,500

Support (\$6,000/year)

- Daily Coaching & Community: \$6,000

TOTAL VALUE: \$22,288

Notes:

- Each line should have specific dollar amount
 - Use market-rate pricing for each component
 - Build to an impressive (but believable) total
 - Pause after final total to let it sink in
-

16. ANCHOR PRICE (1 min)

Purpose: Show what programs like this should cost

SLIDE 53: "What Should This Cost?"

The Anchor:

- "If you hired me 1-on-1 for [timeframe] to build this with you..."
- "That's typically \$[X] to \$[Y]"
- "That's the going rate for this level of [support/tools/results]"

Total slides: 1 Total time: 1 min

Examples:

- "\$10,000 to \$12,000 for 3 months of 1-on-1 coaching"

- "\$5,000 to \$8,000 for a program like this"
- "\$15,000+ if you hired an agency to do this"

Notes:

- Plant the number but don't linger
 - This sets context for your actual price
 - Should be believable based on your market
-

17. BRIDGE (30 sec - 1 min)

Purpose: Justify why you're charging less than the anchor

SLIDE 54: "But Here's The Deal..."

Why you're not charging the anchor:

For them:

- "I want as many people as possible using this system"
- "The more successful clients I have, the better my case studies/results"

For you:

- "I can serve more people in a [community/group/automated] model"
- "And you get better results [learning alongside others/at your own pace]"

Total slides: 1 Total time: 30 sec - 1 min

The Transition:

- "So here's what we're doing instead..."
-

18. ACTUAL PRICE + CTA 1 (1-2 min)

Purpose: Reveal the real price and give first enrollment instruction

SLIDE 55: The Price Reveal

The Reveal:

For Memberships:

- Lead with annual price: "You can join for \$[X] per year"
- Break down monthly: "That's just \$[Y] per month when you pay annually"
- Mention monthly option: "Or you can go month-to-month at \$[Z]"

For High-Ticket:

- "Investment for [Program Name]: \$[X]"
- Payment plan option: "Or [X] payments of \$[Y]"

The Breakdown:

- "That's \$[Stack Total] in value for [just \$Price]"
- Call out specific high-value components

CTA #1:

- "If you're ready right now, [click the button below/fill out the application]"
- "Choose [annual/payment plan option]"
- "I'll see you inside [the community/on our first call]"

Total slides: 1 Total time: 1-2 min

Notes:

- Don't apologize for the price
- Keep moving - more persuasion coming
- This is first invitation, not the only one

19. PRICE BREAKDOWN (30-60 sec)

Purpose: Reframe the price as a tiny daily cost

SLIDE 56: "Let's Put This In Perspective"

Daily cost calculation:

- Annual price \div 365 = daily cost
- "That's \$[X] per day"
- "Less than [relatable daily expense]"

Common comparisons:

- Less than a latte (\$4-6)
- Less than lunch (\$10-15)
- Less than a movie ticket (\$12-18)
- Less than a gym membership (\$30-50/month)

What they're getting:

- "That's \$[X] a day for [transformation/system] that [achieves outcome]"

Total slides: 1 Total time: 30-60 sec

Example: "That's \$4.01 per day for a complete system that generates 5-10 clients in 90 days"

20. BONUSES / THE CATCH (1-2 min)

Purpose: Create urgency OR set requirements to qualify

Two approaches - choose one:

APPROACH A: BONUSES (For adding urgency)

SLIDE 57: "Plus You're Getting..."

Add 2-4 time-sensitive bonuses:

- Bonus 1: [Specific resource/training] (Value: \$X)
- Bonus 2: [Another resource] (Value: \$X)
- Bonus 3: [Limited-time offering] (Value: \$X)

The deadline:

- "These bonuses are only available if you enroll [today/this week/during this offer]"
-

APPROACH B: THE CATCH (For qualifying serious buyers)

SLIDE 57: "But There Are [3] Requirements"

Requirement 1: Desire

- "You have to want this"
- "I can't want it more than you do"

Requirement 2: Work Ethic

- "You have to do the work"
- "This isn't a magic pill - you'll need to implement"

Requirement 3: Commitment

- "You're building a real [business/transformation/result]"
- "Not chasing quick wins or shortcuts"

The Filter:

- "If you're not willing to meet these requirements, this isn't for you"
 - "But if you ARE - let's do this"
-

Total slides: 1 Total time: 1-2 min

Notes:

- Bonuses add urgency
 - The Catch filters and qualifies
 - Choose based on your offer type and audience
-

21. URGENCY (30 sec - 1 min)

Purpose: Give them a reason to decide NOW

SLIDE 58: "Why You Need To Decide Now"

Types of urgency:

Price Increase:

- "This pricing is only guaranteed [during this offer/this week]"
- "After [date], the price goes to \$[higher amount]"

Enrollment Close:

- "We only open enrollment [X times per year]"
- "Next cohort doesn't start until [date]"

Limited Spots:

- "We're capping this at [X] students for quality"
- "[Y] spots already filled"

Seasonal/Timing:

- "You need to start now to be ready for [upcoming season/deadline]"

Total slides: 1 Total time: 30 sec - 1 min

Notes:

- Must be real urgency, not false scarcity
 - Give specific dates/numbers
 - Connect to their goal timeline
-

22. GUARANTEE (OPTIONAL - 1-2 min)

Purpose: Remove risk and fear of making wrong decision

SLIDE 59: "Here's My Guarantee"

Common guarantee types:**Money-Back Guarantee:**

- "[30/60/90]-day money-back guarantee"
- "Try the program, if it's not for you, full refund"
- Can add conditions: "Just show me you did the work"

Results Guarantee:

- "Get [specific result] or I'll work with you until you do"
- "If you don't [achieve X] in [timeframe], you get [extended access/refund]"

Satisfaction Guarantee:

- "If you're not satisfied with the quality, full refund within [timeframe]"

No Guarantee (High-Ticket):

- "No refunds - this is for serious, committed people only"

- Positions as exclusive and high-value

Total slides: 1 Total time: 1-2 min

Notes:

- Only include if it strengthens your offer
 - Make it clear and simple
 - Can skip for high-ticket or exclusive programs
-

23. FORK IN THE ROAD (1.5-3 min)

Purpose: Paint two futures - make them FEEL both paths

SLIDE 60-61: Two Paths

Setup (15 sec):

- "You have a decision to make right now"
- "And it will determine where you are [in 90 days/6 months/a year]"

PATH A: They Join (60-90 sec)

Paint the positive future:

- "[Timeframe] from now, you [have achieved X]"
- "You [no longer struggle with Y]"
- "No more [pain points from Challenges section]"
- "You wake up to [positive outcome]"
- "You have a SYSTEM that works - and you understand why"

Make it vivid and emotional

PATH B: They Don't Join (45-60 sec)

Paint the negative future:

- "You're still [struggling with X]"
- "Still [wasting time/money on Y]"
- "Your [problem] STILL [persists]"
- "Another [90 days/6 months/year] goes by - and nothing has changed"

Make them feel the regret

The Choice (15 sec):

- "Which path do you want to be on?"
- "You already know the answer"
- "Let me show you exactly what to do next..."

Total slides: 1-2 Total time: 1.5-3 min

Notes:

- This is the emotional climax
 - Use specific callbacks to their pains from Section 7
 - Contrast should be stark
 - Don't rush this - let them FEEL both futures
-

24. CTA 2 - FINAL CALL TO ACTION (1-2 min)

Purpose: Clear next steps and final push to enroll

SLIDE 62: "Here's What Happens Next"

When They Enroll:

1. "Immediate access to [community/platform/training]"
2. "Login credentials and welcome [video/email]"
3. "Your first step: [specific action]"
4. "[Next live event/call] starts [timeframe]"

What to Do Right Now:

- "[Click the button below/Fill out the application/Choose your plan]"
- "Select [annual vs monthly/payment option]"
- "I'll see you inside [the community/on our first call]"

Final Reminder:

- "[Urgency reminder - pricing/deadline/spots]"
- "[Outcome promise - Let's get you X in Y timeframe]"

Total slides: 1 Total time: 1-2 min

Notes:

- Make the action crystal clear
 - Remind them of urgency one last time
 - End with confidence and excitement
-

25. SOCIAL PROOF - PUBLIC COMMITMENT (LIVE ONLY - 1-2 min)

ONLY USE FOR LARGE LIVE WEBINARS (100+ ATTENDEES)

SLIDE 63: "Who's In?"

The Ask:

- "Alright, who's saying 'I'm in!' right now?"
- "Type 'I'M IN' in the chat if you're enrolling"
- "Let me see who's taking action"

Watch the Chat:

- Let responses flow for 15-30 seconds
- Read names out loud: "[Name] says I'm in! [Name] says I'm in!"
- "Look at this momentum!"

The Social Proof Moment:

- "This is exactly what I'm talking about - action-takers who see the value"
- "If you're on the fence, look at everyone who just committed"
- "Join them - [click the button/take action] now"

Total slides: 1 Total time: 1-2 min

SKIP THIS SECTION IF:

- Automated/evergreen webinar
- Small live webinar (under 100 attendees)
- Not enough chat activity

Notes:

- This only works with large, engaged live audiences
 - Creates FOMO and social pressure
 - Don't force it if chat is quiet
-

26. TOOL DELIVERY (1-2 min)

Purpose: Deliver the promised tool and make soft final pitch

SLIDE 64: "Here's Your [Tool Name]"

The Delivery:

- "Remember at the beginning I said if you stayed until the end, you'd get [tool]?"
- "Here it is - I'm dropping the link right now"

What They're Getting:

- "This is the same [tool/resource] my [members/clients] use inside [Program Name]"
- "It [does X] using [the framework we covered]"
- "You'll [achieve outcome] in about [timeframe]"

How to Use It:

- "[Action step 1]"
- "[Action step 2]"
- "Use it immediately"

Final Soft Pitch:

- "Go [create/implement/use] this right now"
- "And when you're ready for the complete [System Name] with [live coaching/support]..."
- "I'll see you inside [Program Name]"

[Drop link in chat/on screen]

Total slides: 1 Total time: 1-2 min

Notes:

- Keep the energy positive
- This is a soft pitch, not hard close

- The tool delivery keeps the promise made in Section 6
 - Ends workshop on a high note of value delivery
-

PHASE 3: Q&A + CLOSE

Q&A SESSION (5-10 min) - AFTER MAIN PRESENTATION

Purpose: Address objections, convert fence-sitters, reinforce key points

No slides - just live interaction

The 5-7 Core FAQs:

Prepare answers for the most common objections/questions:

Common Q&A Topics:

1. "I already have [related thing] - do I need this?"

- No - we're [refining/building on/complementing], not replacing
- Show how your system [enhances/organizes/activates] what they have

2. "I'm not [tech-savvy/experienced/ready] - can I do this?"

- That's the point - designed for [beginners/non-technical people]
- Show how simple/supported the process is
- Tools/community handle the complexity

3. "What if I don't have [testimonials/audience/time/money]?"

- Address the specific resource concern
- Show the path for people starting from zero
- Explain what the program provides to fill that gap

4. "How is this different from [competitor/other program]?"

- Unique combination/approach
- Specific tools/frameworks only you have
- Support model/community that sets you apart

5. "What if it doesn't work for me?"

- Share your track record ([X clients/years/results])

- Explain what separates successful vs. unsuccessful students
- Emphasize their role (commitment + implementation)
- "It works when you work it"

6. "When does [X] start?" or "How long until [Y]?"

- Specific timeline answers
- Immediate next steps
- When they'll see results

7. "Can I [pay differently/start later/get discount]?"

- Clarify payment options clearly
- Explain why pricing/timing is structured this way
- Redirect to value vs. finding ways to pay less

Format:

- Answer live questions from chat
- Address pre-planned FAQs even if not asked
- Keep answers crisp (30-90 sec each)
- Always tie back to the offer

Total time: 5-10 min

Notes:

- This section converts 20-30% of fence-sitters
- Don't rush through it
- Can be recorded for evergreen replay
- Address objections confidently without being defensive

ASSUME THE SALE (1-2 min) - AFTER Q&A

Purpose: Act like they've already bought, show them what happens next

SLIDE 65-66: "Welcome to [Program Name] - Here's What Happens Next"

Act Like They're Already In:

- "Alright, welcome to [Program Name]!"
- "Here's exactly what happens next..."
- Use present tense, not future ("When you join...")

Show Immediate Next Steps:

1. Next Live Event:

- "Our next [live coaching call/workshop/training] is [specific date/time]"
- "We're covering [specific topic]"
- Make it real and concrete

2. Start Training Today:

- "Log into [platform] right now"
- "Begin [specific first step] immediately"
- "You have access to everything"

3. Support Starting Now:

- "Post your first question in the community today"
- "I'll personally respond within [24 hours]"
- "You're getting [daily/weekly] support starting right now"

POWER MOVE: Share Your Screen

If possible, actually share your screen and show:

- The community platform
- Active discussions happening today
- This week's training schedule
- Recent member wins
- "This is where you'll be in 5 minutes"

Final Push:

- "[Click the button/Fill out application] now so you're ready for [next event]"
- "Don't wait - you can start implementing today"
- "I'll see you inside the community"

Total slides: 1-2 (or screen share) Total time: 1-2 min

Notes:

- This technique is surprisingly powerful
 - Treats enrollment as inevitable, not optional
 - Shows them inside the program without them buying yet
 - Creates FOMO and clarity on what they're missing
 - Closes final fence-sitters
-

EXECUTION CHECKLIST

BEFORE YOU BUILD

Validation Requirements:

- You have a proven offer that converts
- You've identified ONE valuable hot step to teach
- You've validated your pricing with initial sales
- You have at least 2-3 client results to share
- You can articulate your unique paradigm shift

Content Preparation:

- Framework/system is clearly defined with steps
 - Best practices and common mistakes identified for each element
 - Value stack components and pricing determined
 - 3 broken models identified with math/logic
 - Complete roadmap visual created for Picture section
 - Tool/resource for delivery prepared and tested
-

SLIDE DECK CREATION

Design Principles:

- Visual slides with minimal text
- One idea per slide
- Framework diagrams clear and professional
- Value stack builds progressively
- Consistent branding and design

- High-quality images (not stock photo cheese)

Slide Breakdown:

- Workshop phase: 12-18 slides
- Pitch phase: 18-27 slides
- Total: 30-45 slides
- Each section clearly marked

Technical Setup:

- Slides tested on presentation platform
 - All links working (enrollment, tool delivery)
 - Video clips embedded properly (if used)
 - Screen share prepared for Assume the Sale
-

DELIVERY PREPARATION

Practice:

- Rehearse full presentation 2-3 times
- Time each section to hit targets
- Practice transitions (especially The Pivot)
- Prepare Q&A answers for common objections
- Test energy and pacing

Live Logistics:

- Webinar platform chosen and tested
- Registration page live
- Email sequence set up (invite, reminder, replay)
- Google Form for pre-submissions (if applicable)
- Tool delivery link ready
- Enrollment link/button working
- Chat moderation plan (if large webinar)

Recording Plan:

- First delivery will be LIVE
- Recording software tested
- Plan to deliver 3-5 times live before automating
- Conversion tracking set up

SUCCESS METRICS

Target Benchmarks:

Live Webinar:

- Registration-to-show rate: 35%+
- Watch time: 45+ min average
- Conversion rate: 5-7% (90-day attribution)
- Q&A engagement: 50%+ stay

Automated Webinar:

- Show rate: 45-50%
- Watch time: 40+ min average
- Conversion rate: 3-5% (with proper replay sequence)

Revenue Metrics:

- Cost per registration: \$3-15 (paid traffic)
- Cost per customer: \$50-300 (depending on AOV)
- Day 0 cash: Cover or beat ad spend
- 90-day cohort revenue: 5-7X ad spend

Optimization Triggers:

- If conversion <3%: Fix messaging, offer, or audience
- If watch time <35 min: Strengthen hook and teaching
- If show rate <30%: Improve registration sequence

COMMON MISTAKES TO AVOID

Content Mistakes:

- ❌ Teaching your ENTIRE system instead of ONE hot step
- ❌ Skipping the Big Shift (paradigm reframe)
- ❌ Not asking permission before pivoting to pitch

- ❌ Weak or vague value stack
- ❌ Pitching before delivering value
- ❌ Not showing math in Problems section
- ❌ Forgetting to deliver the promised tool

Delivery Mistakes:

- ❌ Rushing through the teaching (Instrument)
- ❌ Reading slides word-for-word
- ❌ Low energy or monotone delivery
- ❌ Skipping Q&A to save time
- ❌ Not practicing transitions
- ❌ Apologizing for selling

Automation Mistakes:

- ❌ Automating before hitting 5-7% conversion live
 - ❌ Not testing the recording quality
 - ❌ Missing the replay email sequence
 - ❌ No plan to refresh messaging quarterly
-

OPTIMIZATION PROCESS

After Each Live Delivery:

1. Track Metrics:

- Show rate
- Watch time / Drop-off points
- Conversion rate
- Revenue generated

2. Gather Feedback:

- Read Q&A questions (reveals objections)
- Note where people drop off
- Which sections got best engagement
- Common confusion points

3. Refine Content:

- Strengthen weak sections
- Add clarity where needed
- Test different pricing/positioning
- Adjust value stack if needed

4. **Validate Conversion:**

- Deliver 3-5 times live
- Hit 5-7% conversion consistently
- Messaging is dialed in
- Know exact timing for each section

5. **Then Automate:**

- Record best live version
- Set up evergreen funnel
- Create replay sequence
- Launch to cold traffic

Quarterly Refresh:

- Update proof/results section
 - Refresh urgency (if time-based)
 - Test new hooks and angles
 - Optimize based on feedback
-

CHANGELOG

V002 - February 9, 2026

Structure and content improvements

Quick Reference Outline:

- **Added comprehensive outline at top** - All 26 sections with timing visible at a glance for "forest through the trees" overview
- Moved from middle of document to very beginning for easy reference during slide creation

Section 7 - CHALLENGES:

- **Added opening line:** "If you've been struggling to [achieve their goal/translate what they do into X], and you've said to yourself any of the following..."
- Frames the pain before listing specific struggles
- "Translate" verb helps people identify their core problem

Section 8 - BIG SHIFT:

- **Added "Define Key Terms" guidance:** When introducing a paradigm shift, define what it actually means with component breakdown
- **Added "The Closing Punch" guidance:** End with definitive statement that reinforces the shift
- Example template: "There is no amount of [tactic] that can cover up a bad [core thing]"

Section 9 - INSTRUMENT (Part A: Aggregate Data):

- **Added AI Analysis Stats guidance:** If collecting pre-submissions, analyze and share specific data
- Template: "Out of [X] submissions: [Y]% completely blocked, [Z]% needed work, etc."
- Shows pattern recognition and validates need for system

Section 9 - INSTRUMENT (Part B: Framework Overview):

- **Added "challenging condition" positioning:** "This proven [X]-step model that works even in [ultra crowded markets/difficult condition]"
- Addresses competition/difficulty fears upfront

No Structure Changes:

- Same 26-section framework
- Same timing: 53-70 minutes total
- Same slide count guidance: 30-45 slides
- All sections in same order

Why These Changes: Based on analysis of Aaron's actual opt-in VSL and confirmation video, these additions strengthen key moments: opening Challenges with context, defining core concepts in Big Shift, proving need with data in Instrument, and addressing difficulty/competition fears.

V001 - February 8, 2026

Initial universal framework release

- 26-section structure
- Live-first validation approach

- Execution checklist and success metrics included