

Pop Up Webinar Sales Outline
(48-hour window from presentation to cart close)

- Call out to your target audience. “Welcome_____ . You’re in the right place.
- Describe your program. “If you are a person who_____ and you want to achieve these results_____ then we will show how to_____ by_____
- Create engagement ask a question to get people commenting in the chat. E.g. Please tell me if _____ from our last Facebook session. If not, you’ll know more by the end of tonight’s session.
- Give a few shoutouts, repeat peoples’ comments, etc.
- REPEAT: Who it’s for and what they are going to learn
- Re-review the promise of the live launch and 3 core things they will learn

- “My goal is that tonight’s workshop is better than the last workshop you paid for.”
- You will discover these 3 key shifts/secrets/steps. Name them
 - Step 1
 - Step 2
 - Step 3
- Reintroduce yourself – establishes authority, empathy. Share how you have been where they are. It can work for you, too.
 - “For those of you that don’t know me...”
 - Years in business
 - Major accomplishments
 - Major awards
 - List 3 ways you struggled like they did and elaborate 1 way with a story
- “Please stay until the end...”
 - I have a free gift for you and a tremendous opportunity to share that expires tonight.”

 - Here’s how today’s workshop will help you skip over landmines and pitfalls...

 - Mistakes you made and what you learned. List 3 as they relate to your topic.

- Where you are now and what you are most excited to now gift to them
- So, are you ready to _____?
- “Before we dive into the 3 keys/shifts/secrets to _____, please share your _____ goal for the next 30 days in the chat.
- Remind them to pull out a pen and paper and get started taking notes now! And be sure you aren’t disturbed for the rest of our time together.
- Share client success story
- Get into your 3 key points
- Recap and re-engage
- Tie it together – _____ is your next step
- Ask an empowering question “Which of these things are you most excited to take action on right away?”

Transition to offer

- You now have the power to go out and take action on what you just learned and get results!
- For those that are ready to do it right now on your own thank you so much for attending and we are rooting for your success!
- For those that want to skip over the trial and error and skip ahead stay with me because your solution has arrived.
- Introduce your program. Example: “The Life Purpose Mastery Program is the only program on the planet that shows you the latest in marketing, sales and business mindset success combined with your customized genetic design. We will help you wrap your business around your core genius and bring your greatest work to the world for more profits, pleasure and soul satisfaction.”
- You may be wondering why this is different and in its own category vs. everything else you have tried. Examples from LPM program (list your own):

- This program is different than any other you've tried because it honors you while providing you with loads of support and accountability so you don't get lost in the weeds of your own worries and conditioning.
- It's a program with live support all week – not a course where you are left alone.
- “Sell to the gap” in your industry
- Stack your offer ~ what does it include? Example from LPM:
 - CUSTOMIZED MENTORSHIP for A FULL 12 MONTHS
 - Coach with Baeth directly 2x per week on our group laser session webinars.
 - Introductory one-hour hand analysis session with one of our trained analysts.
 - Introductory 90-minute human design session with one of our trained analysts.
 - Weekly checkpoints with your very own Life Purpose Mastery Mentor who is your accountability buddy and progress monitor.
 - 1 monthly 1-to-1 session with your assigned accountability mentor.
 - Marketing, Mindset, Sales, Embodiment and Human Design Training Webinars MULTIPLE TIMES PER MONTH
 - Specific milestones and metrics are checked on weekly and monthly with your mentor
 - 3 LIVE In-Person Implementation Meetings
 - May 14 & 15 (Thursday & Friday) – Los Angeles, CA
 - Oct. 15 & 16 (Thursday & Friday) – Los Angeles, CA
 - January 28 & 29, 2021
 - Everything is recorded so you can always watch the replays of anything you miss
 - Membership Portal:
Access to the membership portal opens TOMORROW, January 15th, 2020. There you will find: Templates-Swipe Files-Scripts-Audio Tutorials-Video How To's- Printables and Downloadables
 - FACEBOOK COMMUNITY: Join our supportive and knowledgeable Members' Only Facebook “Life Purpose Mastery” community. Participate in our Business Exchanges and build referral partnerships.

Post questions and wins in between your mentoring calls each week for support from our staff and your other Life Purpose Mastery colleagues.

- Participate in our Trip to Hawaii competition! We're sending two clients on an all-expenses-paid getaway in 2020!
- CURRENT SOCIAL MEDIA: Online AND offline strategies to help you build a business that will thrive regardless of algorithm changes or other social media updates. Thrive even if social media went away!

- What are the big changes they will experience?
- What frustrations does it solve?
- What will life look like after they experience it?
- **Where to go now to buy! [give them the link]**
- What do you stand for?
 - Example: What We Stand For:
 - A supportive, results-based approach that works WITH you on your custom plan.
 - Long-term sustainable growth, NOT the online tactic of the hour.
 - A business model wrapped around your design and genius. In other words, a business based upon YOU.
 - Principles “aligned to your design” that give you back your time and peace of mind while helping you achieve your most important goals.
 - A continuous support system to guide you through the strategy, mindset, and action-taking that creates a Life Purpose Master!

- Share two client success stories
- Why buy now?
 - In six months, if you don’t do anything, where will you be?
 - The price will go up.
 - We only have _____spots open and then we are closing enrollment at this price.
 - BONUSSES go away tonight. You must claim them live!

- REPEAT benefit of buying now:
 - Price is going up to \$_____/month. Let them know when the offer expires – cart close time and date.
 - Only X number of spots
 - Last chance to get the live bonuses. Have expiring bonuses for each day.

- Where to go now to buy “to get results like” one of the success stories you just shared – insert their name. **[give them the link]**

- Who it’s for and who it’s not for? Remember to speak their language and talk directly to your ideal client about where they are at what they want and result they will get. Example: If you are here, it’s like you consider yourself a spiritual woman – lawyer/engineer/doctor/professional with tarot deck in your brief case or a business owner with some serious spiritual mojo. You can invest in this program, you BOTH want it AND need it, you understand the difference between spending (what’s my ROI?) & investing in yourself, you surround yourself with successful people (proximity to success), make decisions based upon value, and you are the decision maker in your life and business.

- NOT FOR: you have a story about why you aren't successful "yet," you whine, you complain, etc. You have a history of being unhappy with your coach. You need special payment arrangements, you only buy on price.
- Where to go now to buy **[give them the link]**
- If you need to speak with someone, DM _____ in Facebook messenger. If you are already chatting with them great!
- Risk reversal: what's the worst thing that can happen if they only use one small piece of the program or course
 - You will make a sale – which covers your payment.
 - You will make a JV partner who helps you up-level your business.
 - You will finally actualize the power of your own content, Facebook group and other social media and attract clients rather than chase after them.
- What parameters do you have in place to help them succeed? Examples:
 - You can't turn around without bumping into a webinar
 - Coaches always on standby
 - Content that is spelled out the – the what, the why and the how
- What have you learned about what people need in your space that is driving how this will work to ensure success? Examples:
 - too much lag between calls creates tension, fear and anxiety
 - need lots of support to get questions answered in the moment
 - customize your business to your design
- How will you/your team go above and beyond to help them get results?
 - weekly and monthly check in's to be sure you are meeting your spiritual AND sales goals
- Share bonuses again. Pay in full bonuses plus bonuses before cart closes.
 - Examples: VIP time, extra readings, online courses, gifts like books, free ticket to upcoming event
 - Be creative and have fun incentivizing them to buy
 - Huge rewards for people who buy live. Example: "If you buy live right now – you'll also get a social media marketing audit with Jarrett."
- Ask what questions they have. "Please put your questions in the chat."
- IF YOU JUST JOINED US - please comment in the chat that you are in so we can congratulate you!

- Engage, engage, engage
- Answer questions live
- Give link to buy
- Repeat full offer again from the beginning of offer (above).
- I want you as my next success story-can't wait to work with all of you! Thank everyone for attending! Let them know how and where to contact you with questions that you can answer for them! Please DM us and we'll chat in the live chat with you or get on the phone.