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Preview Call/Training/Webinar Preparation Template

The best way to bring anything new to the market is by creating some form of launch. Ideally, your launch will have an awareness generating event (challenge or video series) and a revenue generating event (live webinar/preview call) where you make your offer. The purpose of your preview call/training/webinar is to offer some education that will position the sale of your new product of service.

An effective preview call should take place 2-4 weeks from the date that you tell your list and social media followers that you are introducing something new. The 2-4 weeks is lead time to get as many people as possible to "opt-in" telling you that they desire the information you are planning to share.

To have a preview call/training, here's what you need:

- ☐ Conference Line
  - If you will be there live, use a tool like zoom.us
  - If you would like to pre-record it, you need Instant Telesminar the option that is $67/month **http://InstantTeleseminar.com/ProductInfo/?x=2858653. Try it for 21 days for $1:** http://InstantTeleseminar.com/ProductInfo/?x=2858653 or,
  - You need an automated webinar platform like Easy Webinar, Stealth Webinar or EverWebinar
  - The power of a preview call is that you can do a tele-seminar so that you capture the phone numbers of the people who joined the call live. This gives you leverage to follow up with them by phone later to increase your likelihood of selling the offer.
- ☐ Email Auto-responder service so that you can create an opt-in box and be able to market to those who subscribe to your list before and after the call
- ☐ Opt-In Web page
  - Page on your website (should be a "background" page, not in your main menu. This will be the page where you will add the opt-in box, call title and objectives so that when you market the call people have a place to sign up.
  - An Opt In Page Tool
    - Optimize Press (word-press plug in) – they give you several templates to use to create your opt-in page really easy.

    - Lead Pages
    - Click Funnels
    - New ones are always popping up

- ☐ Thank you page (for after they opt in)
- ☐ Call Content – see a later section of this worksheet
- ☐ Emails for the autoresponder
  - Reminder emails so that you get as many people on the call live
  - After the call email with bonuses, offer and recording
  - 3-5 more reminder emails for the duration that the offer is available usually 48 hours to one week's time. If you're doing a closed cart launch, the cart is typically open for 2-10 days.

Prior to any preview call, my recommendation is that you set an effective goal and strategy.

Product/Service to be launched:

Preview Call Name:

1. What is the ultimate goal or transformation of my product/service?

2. What that will be provided by my preview call?

3. In order to achieve the ultimate result, what strategies do I need to share?

4. What is included in the offer I am making during the preview call?

Preview Call Content (adapted from Lisa Sasevich)

1. Positioning
   a. This is how I will position myself, my credibility and why I am qualified to teach on this subject:

   b. This is how I will position my topic, what they can expect during my preview call

   c. This is how I will position my audience to let them know they are in the right place "This call is for you if…."

d. This is how I will position my talk, "During this call, I am going to cover…"

e. This is how I will position my offer, "I only have XXX minutes to share on this problem that is affecting your life/business/relationships/career/health/etc, For some of you that won't be enough. Many of you are going to love what I share and feel like you need more. For those of you who fit into that category, I promise to show you how you can learn more through the resource I've created to help you here"

2. Pain, This is how I will help them to understand that I know that their biggest problem is concerning this subject:

3. Promise: This is how I will give them a glimpse of hope into what could change if they learned my system

4. Proof: Throughout my call, I will highlight the following success stories from clients. My goal will be to share one story for every strategy I offer.

5. Plan: This is how I will transition them to my next level offer to solve the problem for them in full using my brand new resource. "Undoubted, I have shared a lot of information with you about X, and many of you are asking if you can get big results with what I shared. Well, this is just the tip of the iceberg. And yes, you can get some results by doing what I have said. In my expert opinion, you will get far better results if you have a complete understanding of the entire system. So let me now share with you how you can get access to the resource I have created for you.

    a. Here is what I am including in my offer

    b. Here is what the investment is

    c. Here are the bonuses

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