

How To Create The Content Of A Highly Converting Free Webinar

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Step 1: Decide on the goal of the webinar. What do you want people to leave with?

Hint: Usually, in a free Masterclass, your focus should be on removing mindset blocks that can stop people from taking your main offer at the end of the webinar.

You shouldn't teach indepthly so you don't leave your audience feeling like they've learnt so much and need to go and practise what they've learnt first before coming back for your paid offer. This is fatal to both you and them. You, because you will lose sales and them, because 99.9% of them will not practise what they've learnt and therefore remain where they were before your webinar, if not worse.

So what you will be sharing in the free webinar should be targeted at building your Know, Like and Trust factor with them. Show your competence, show your results and get them to believe in you enough to buy from you.

Usually, you do this by addressing the **what, why** and **common mistakes** inside what we generally label as SECRETS.

Step 2: Decide on Who you want to help with your offer.

One of the best things you can do for yourself is to clearly define who you want to work with. Eg: Thought leaders, experts, coaches, speakers, consultants, entrepreneurs, etc who want to learn how to so they can even with/without

Step 3: Create your Who/What Statement Title: This quickly addresses which market your message is for, and what new opportunity/message you are going to be sharing with them.

It is important that the information you are going to be sharing in this webinar is a **new** opportunity, at least to the people you want to share it with.

Think of it as in: I'm going to teach (your ideal audience) how to (the opportunity you have).

Eg: I'm going to teach real estate investors how to make money by renting houses on Air BnB.

I'm going to teach people who are trying to lose weight how to stop dieting and start drinking water for energy and weight loss.

I'm going to teach entrepreneurs and thought leaders how to create and sell digital products.

Then do a switch to come up with your Statement Title

To get the sexy title that will attract your dream customers, you need to focus on the results your webinar will deliver.

You do this by doing something like this: "How to (results they desire) without (things they fear)" or "How to (achieve a particular feat) even if (their disability) or (fear).

Eg:

How To Create and Sell Digital Products (WITHOUT the Stress, Tech Confusion, or Crazy Overwhelm)

How to make your first \$10k in 30 days with digital products without all the tech set up headaches.

How to lose weight without exercising or cutting down your carbs.

NOTE: This title format is not cast in stone. It merely provides a **working** guide for you.

Step 4: Create The New Opportunity From Ground Up.

If you are a veteran at what you want to teach, or you have gotten many questions in the past from people on the subject matter, you can simply go ahead and create the content of your offer from your experience of what you think your audience wants to learn.

But if you are not sure on what your offer should contain, you can do the ASK CAMPAIGN. Here, you ask people what their number 1 question is about your Statement Title above.

You can create a post on your social media pages, if you have the numbers, or a Facebook group with your ideal audience. Or you could use an online survey with the following content:

Dear friend, I know your time is valuable so I'd get right into it. I need your advice. I'm putting finishing touches on a new course/book/ etc called: How to I want to make sure I don't leave anything out, so will you let me know your biggest questions about how to.....? It could be anything. No question is silly please. All you have to do is type your questions below (and click submit).

In exchange for your contribution, I'd give you FREE access to this Masterclass happening on (date). This course will sell for \$297 in the near future but you'll get a special pass to experience the course for free when you let me know your #1 question about

When you get these questions, you will categorise them to form the lessons of the modules of your opportunity (that is, your paid offer. Not the webinar oh!)

Step 5: Create your Big Domino Statement. This is the one thing you have to make your audience believe is possible only through your offer.

Here: If I can make people believe that (my new opportunity) is/are key to (what they desire the most) and is/are only attainable through (my specific vehicle/offer/product), then all other objections and concerns become irrelevant and they have to give me money.

Mind you, your vehicle or offer must be in a Prolific Zone, must be a new opportunity and preferably a Blue Ocean.

Eg: If I can make people believe that creating digital products is the key to creating impact on a global scale and selling them with funnels is the only way to sell them easily, then all other objections and concerns become irrelevant and they have to give me their money.

Step 6: Come up with your Epiphany Story. An epiphany story simply takes people through the emotional experience that got YOU excited about the opportunity you're presenting to them. Logic doesn't sell, emotions do and great stories drive emotions. Remember that one of the goals of your free webinar is to build your Know, Like and Trust factor with your audience so they can take your offer. Telling them your story will build rapport with them faster than you can imagine.

Good stories are really simple. There can be layers of complexities but at the core, they are all very simple. Every good story is built on 3 foundational elements - **Character, Desire and Conflict**. In other words, a captivating character who is pursuing some compelling desire and faces seemingly insurmountable obstacles to achieving it.

Make the character a victim of some outside force, so we want to root for her. Put her in jeopardy, so we worry about her. Make her likable, so we want to be with her. Make her funny, so we connect with her. Make her powerful so we want to be like her.

So you're probably thinking, what story do I tell and more importantly, how do I tell it?

Can you remember how you felt the first time you discovered your expert topic? I mean the moment you discovered this new opportunity you now want to offer your audience to learn from you? Something happened that excited you. For me, it was when I discovered I could make money from home with my first online business. Then, when I discovered how huge online businesses can be after making my first 1M naira income within 3 weeks.

That emotion needs to be shared with your audience, in very simple language, if you want them to also feel the excitement about your opportunity.

Here's a framework can work with to get your script:

1. The backstory. Where were you before your big 'aha' moment? Go back in time and space to remember the circumstances and events that caused you to start your journey. Usually, your backstory will start at about the same point where your audience is right now. They desire your results and when you share where you were, they can connect better and see the possibilities of them achieving what you have achieved.
2. Your desires. This can be external or internal struggles. External would be: what did you want to win, retrieve, escape or stop? What were your desires and what stopped you at the surface? Eg *I want to build my business but I don't have time.*
What are the internal struggles you had? Here, you have to be really vulnerable so your audience can be reassured after all, that if you can do it, they can too. One sure way to get your internal struggles or desires is to ask the question "why?" up to 5 levels when someone tells you their external desire.
When you share these struggles, of course you will share your overcoming them, but beyond achieving your goals, you must be able to share how you have become a better person now.
3. The Wall. This was the problem you hit within your current opportunity that started you in this new journey. The wall is often a point of frustration, fear or hopelessness so be sure to spend time here describing how you felt.
4. Epiphany: What was the epiphany you experienced and the new opportunity you discovered? What happened for you to suddenly see "the light"? It might be an idea from a book you read or a coach you hired or a something you discovered while trying to overcome "the wall". After this epiphany, what was the opportunity it led to which you now believe led you to your accomplishments/results? This new opportunity is the offer you are now making to your audience.
5. The Plan. What was the plan you created to achieve your desires? What were the steps you took to see if this new opportunity will lead you to your desires.
6. The Conflict. What conflict did you experience on the way? This is the point where your new opportunity was challenged but you knew you couldn't go back. You had to stay on course because you were at a point of no return. You had moved from "I should lose weight" to "I must lose weight" even though you were having sugar withdrawal syndromes or panic attacks. This is the point where you inspire your audience to do the same. Describe the moment you made the shift and how it felt inside. Describe the pain and how lost you felt until... you saw a little glimmer of hope.
7. The Achievement. What was your end result? Share the aftermath of what happened so people can see the results you got from the new opportunity. Share your achievements which addressed your external struggles.
8. The Transformation. What was the transformation you experienced? Talk about **who** you became through this process which addressed your internal struggles.

When you tell your story this way, you are able to break old belief patterns and rebuild them with new ones. You are able to help people to break free from their old belief systems and create a new future.

Be careful not to be verbose or technical in your words. Use very simple language that a 5 year old can understand and use the phrase "it's kinda like" to explain complex ideas, so that they can relate it to what they are familiar with.

My sample story for Digital Products Factory:

Backstory:

In 2014, I stumbled on an online business that entailed buying and selling mobile data bundles. I had changed my mobile phone from a Blackberry phone to an Android phone only to realise that it cost more to stay online on an Android device than it did on a Blackberry. I needed a cheaper way of getting the data bundle.

I asked around and someone introduced me to this guy who I could transfer cash or airtime to and he would send me data in return. I got really interested in the business as I considered it a great solution for many people like me who couldn't easily afford Android data bundles as well.

At this time, I was pregnant with my first son and didn't really have the physical energy to do laborious work. Few months before then, I had resigned from my job where my boss said the only reason you were allowed to be late to work was if you were dead or attending your own funeral. The energy in the environment was really toxic for me to grow or deliver my best and so I had to leave.

My husband was working out of town and I was living on the less than \$30 monthly upkeep money he gave me. This was way less than what I was earning as salary so you can imagine that I was really broke.

Desires:

External: *I wanted to be a supportive wife, to take pressure off him especially since we were expecting our first child but I couldn't do much physically. I didn't want to be dependent on him for everything I needed.*

Internal: *Aside from this, I strongly desired a good life that would be funded by me. I'm a kind of person who doesn't believe anyone owes her, so I like to pay my own bills so I can make my own decisions. I wanted to help lots of people and at the same time, make lots of money, enough to afford the beautiful things of life so I can give my kids the best I didn't have growing up.*

The Wall:

So I asked the guy I got the data bundles from to teach me how to start the business but he bluntly refused, saying he wouldn't want to set up an opposition for himself. I found this really heartbreaking especially since I felt that we were miles apart and so we wouldn't have conflicts of interest. Besides, I didn't even know him physically and I was willing to pay for the training. This is why today, I appreciate those who charge a fee for their knowledge because there are so many people who are not willing to share.

Epiphany:

Heartbroken, I went to Google in search of answers. Google led me to the network provider's site and I found the codes that I could use to buy the data bundles in bulk and sell them in bits there. I was so happy I began to market to my friends then on BBM and within 2 weeks, I had my first order from one of my best friends then. I withdrew my last cash in my account, which was less than \$30, and started the business.

Within 2 months, I had recorded over \$500 in profit and things were looking really bright for me. I was doing really well with retailing mobile data bundles.

The Plan:

Seeing that I was doing well on one network, I decided to go into another network. I didn't bother to look around for a teacher. I went on to Google again and indeed saw the codes there. I put all I had into this second network as it was more capital-intensive and promised higher returns. I was supposed to make over \$1,000 in profit from my capital, if all went well.

The Conflict:

Unfortunately, Google only contained the codes, it didn't contain the business of the codes. I followed the codes and lost massively. I lost all I had gathered in 3 months. It was very devastating for me. I felt like giving up on the whole business, since I didn't even know the right way to go about things. Google was my teacher and it had led me to this disaster.

But then, I thought to use Google one more time to search for willing teachers. I had seen what was possible with online business and was willing to learn what works so I can get the benefits. I found a young man who was willing to teach me all I had to do to get back on my feet, for a fee.

At first, I was really sceptical about paying someone such a huge amount of money to learn from them online. He didn't have an office I could track him to. There was no way I could get my money back, should he turn out to be a scam. Mind you, I had lost all my money recently so I didn't have enough to fool around with.

But then, I remembered the good times and how much I would have made had I done things right. I drowned my fears and paid for the mentoring which was about \$300 then. Thankfully, he was honest and really showed me all I got wrong and how to fix them. He mentored me through the process of starting an online business the right way.

I relaunched and within 4 months of his mentoring, I had grown the business from \$30 to over \$3,000. This was a big deal for me especially since I had no overhead cost. This was when I realised that no amount of money is too much to pay for mentoring.

What you get from mentoring will always be more than what you paid for it. Mentoring is priceless.

Achievement:

I ran this business successfully for over 6 months and then decided to be a light to other women who like me, wanted to learn how they could work and earn from home. I began to teach women how to do the same business for a token. I gave them the training material (which was a PDF eBook I sold for about \$60 and offered them mentoring with it because I didn't want them to end up losing money from any half-baked information lying all over Google, the way I did.

Teaching these women, I hit over \$6,000 income within 3 weeks in August 2016. This was over 2 million naira and that was when my eyes fully opened to the massive opportunity in creating and selling digital products online. Since then, my business has consistently hit 7 figures in Naira and I now have 7 extra people on my team.

The Transformation

It was also while teaching these women on BBM groups that I actually discovered myself. I discovered my passion for teaching and solving money problems. That was how I went ahead to get relevant certifications and today, I am living my dream life.

There is no day in the past 3 years when I don't wake up to at least one message from someone who has taken one of my courses or read one of my eBooks, thanking me for the transformation they have gotten from it. These are people I would never have been able to reach if I didn't create digital products.

After making a minimum of a million naira every month for a 1 year from my online courses and eBooks, I was able to gift my family with our very first international vacation in September 2017. We went to Dubai with my mother in law and it was really cool.

In April 2018, my business was able to fund me to the UK to attend Tony Robbins event live. This was a big deal for me because I was able to finally see my role model face to face even though I had to spend over \$5000 (about 2 million naira) on the trip. The conference totally changed my life and so in 2019, I travelled with my husband for the same conference and bore all the expenses as a gift to him. After the event, he held my head and called me a 'life changer'. That moment remains one of the best moments of my life.

With my digital products, I'm able to work from home, be with my kids, impact the world and make the kind of money that allows me to live my dreams.

Step 7: Create short epiphany stories targeted at breaking the old belief patterns of your audience. There are 4 steps to this.

1. List out the false chains of limiting beliefs your audience may have. Eg: I don't know what to teach? *Online coaching isn't as effective as offline sessions.*

or if I create digital products, no one would buy them.

If you cannot think of what your audience could possibly have as false beliefs, think of the ones YOU had before you got started on this path. List a minimum of 10.

2. Figure out the most likely experience they had that caused the false belief. Eg: *I've hired a coach online before and I didn't get value for my money.*
Or I invested time and money to create an ebook and no one has bought it.
3. What is the false story they are telling themselves now that is creating doubt about your new opportunity? Eg: *My story is that online coaching doesn't work* or *My story is that only popular coaches make money from digital products.*
4. Find an epiphany story to share to break each of the false beliefs. It could be yours, a client's, someone you know or even someone in the news.
Eg: *I also thought that only popular coaches made money from creating digital products until I sold mine for the first time and made over 2 million in 3 weeks. It was then I discovered automated sales processes and saw that so many people are looking for solutions and if they can get it from you, even though unpopular, they will pay you for the results you can deliver.*

Step 8: Identify the 3 Secrets. There are 3 core beliefs that keep someone from buying, even if they believe the opportunity is right for them.

1. **The vehicle:** They may have other false beliefs about the opportunity you're presenting.
2. **Internal beliefs:** They may believe they don't have the ability to execute or follow through on the new opportunity.
3. **External beliefs:** False beliefs they have about outside forces, something beyond their control, that can keep them from success. Eg the government, competition, economy, lack of time, etc.

So you actually need to imagine what their false beliefs are, and categorise them under each of the 3 above.

Exercise: Create 3 columns in your notepad. Title each of them according to the 3 core beliefs above. That is, The Vehicle, Internal Beliefs, External Beliefs. Classify all the false beliefs you came up with earlier in Step 7.1, under each column.

Then decide which of those false beliefs is the CORE belief holding them back in each column and put it at the top.

These are the 3 core beliefs you must knock down one by one in your webinar. In fact, they will form the lessons of your content. You will re-write these top 3 to become your "**3 Secrets**".

Eg:

The 3 Secrets of Creating and Selling Digital Products.

Secret #1 How to create your first digital product even when you are not an expert at anything.

Secret #2 How to set up your digital products in less than 30 minutes with drag and drop FREE tools in such a way that guarantees you time freedom.

Secret #3 How to sell your digital products and make millions of Naira even without being a popular expert on social media.

Step 9: Create Your Irresistible Offer.

Before you make the offer, you have to create the offer and to make it an easy-sell, your offer has to be irresistible.

What to do here is to create a "Stack slide" where you stack up everything a customer gets when they decide to buy your offer, including all the bonuses and extras.

To come up with this, there are a few steps to take.

1. Brainstorm and do a brain dump on everything you can think up to speed up your student's success. From a software to a worksheet or an in-person session with the client which will require you to travel. Do this on a white board or notepad.

Here are 6 types of elements you can stack up.

#1. The Opportunity Masterclass or Course. This is the actual system that teaches them the new opportunity. This is the body of your offer made up by the video lessons usually.

#2. The tools. These are items you can give them to make their learning process easier and help them succeed. This can be as complex as a software or as simple as a worksheet, templates or checklist.

#3. Tangible element #1 related to the *vehicle* which can help your customers change their belief. Eg. A walkthrough video or case studies of others who have done it.

#4. Tangible element #2 related to their *internal struggle*. This will be a tool that will handle whatever false beliefs they may have about **themselves** in relation to the opportunity. Eg: A checklist of all the tech tools needed to create digital products. Or a video training on how to hire the right tech people. It could also be swipe files or cheat sheets.

#5. Tangle Element #3 related to *external struggle*. Think about what outside thing can keep people from taking the opportunity and address it. Eg. If someone's worry is time to execute. You can offer lifetime access to the lessons or an Execution calendar.

#6. Exclusive bonus. This is to cause urgency and scarcity so people can take action quickly. You can offer the first 10 people a further discount or an exclusive 1 on 1 session with you or a group accountability.

2. Attach a value to every item you have written down. Not the value you'd sell it for but what it can be worth to the student. The goal is to show that you're giving 10 times as much value as you're asking for in price. So if you're selling a \$97 product, your stack slide should add up to \$997 or more.

Eg:

What You Are Getting...	
6 Modules Online Course Sold Out Course.	(\$999 Value)
7 worksheets	(\$497 Value)
Swipe files	(\$611 value)
8 weeks coaching	
Bonus:	(\$1,799 Value)
WhatsApp Class Mastery Masterclass	(\$399 Value)
How To Attract Paying Clients on Social Media Masterclass	(\$199 Value)
How to Build Your First Email List	(\$399 Value)
Lifetime Community Support	Priceless!

TOTAL VALUE: \$XXXXX

Now that you have covered the foundation, let's go on to create yours.

Your Webinar slides content.

For you to be able to come up with a highly converting webinar, you must plan for it. Planning for it starts with having a script for your webinar. You cannot leave things to chance and just run off while you're live on the webinar. Everything you want to say must be planned for. Your examples, your jokes, the stories you'd tell, everything. Remember, you're working on getting your audience to buy into your new opportunity, therefore you cannot leave things to chance.

At first, I would even advise that your slides should have all your words in your slides until you are sure you can freestyle without losing touch with the essentials. Personally, I love to have my slides with bullet points and then improvise but, I cannot deny how practice has made me so good at this. If you are not sure to keep to your points or even time, it is best you put all your text in your slides then.

For your conversions to really go over the roof, your whole presentation must help your audience to believe the BIG DOMINO mentioned above. The things you will be sharing with them are all targeted to break down each of their false beliefs from different angles.

There are a lot of moving pieces in this script but every single one of them is there for a specific reason so make sure you don't leave them out.

There are 4 major parts of your presentation.

1. The introduction: This is where you build rapport with your audience to establish your 'Know factor' with them. Here, you welcome people to the presentation, pique their curiosity and get them excited. Also, this is where you start persuading people to think in the line of your opportunity.

2. **The One Thing:** This is where you identify the Big Domino and tell your first Epiphany story. This is your first attempt to knock down their major false belief.
3. **The Three Secrets:** This is where you break and rebuild belief patterns. This is the content section of your presentation. Remember, earlier you have identified the false beliefs they have about the Vehicle, their ability to use the vehicle (internal beliefs) and the #1 thing they believe is keeping them from getting started (external beliefs). All you have to do now is tell the Epiphany stories that will break their false belief systems and rebuild them with the truth.
Note that you are not trying to get people to believe NEW things. You are only knocking down their false beliefs about your opportunity. If you are able to knock off these false beliefs through the content section of the presentation, the domino will fall and they will join your new opportunity.
4. **The Stack:** This is where you move into sales. (Don't worry if you're nervous about this, I'm going to help you through the process smoothly.) This is where you will be displaying all the value you have stacked up above and present it to your audience in a sequential manner that gets them pulling out their credit cards.

Now, let's bring this to life. I'd show you how to break down the steps as you will have them in your script...

The Introduction and One Thing: This part should take between 5 to 10 minutes. Its job is to build rapport and get people excited about what they are going to learn.

Slide 1: Title Slide

Welcome them...

Hello everyone! Welcome to the webinar. My name is Temi Ajibewa and today, I'm going to show you How to create and sell digital products (without the stress, tech confusion or crazy overwhelm).

Slide 2: Build Rapport

Justify their past failures...

Now I'm guessing for a lot of you, this is probably not the first time you will be learning how to create digital products. So the first thing I'd like to say here is that if you've failed at creating a digital product in the past, it's not your fault. There's a lot of information out there, and it can be confusing. Many times, it's information overload that keeps you from success and that's ok.

Allay their fears.

If you've been concerned in the past that you just can't succeed with digital products, I want to put those fears to rest today. You can do this. You just need the right person to explain it to you.

Did you see that?! You touched on their emotions (fear) and positioned yourself as the "right" person to explain things to them, all in the same breath.

Throw rocks at their enemies... Lol

If you're feeling a bit confused or overwhelmed right now, it's Google's fault. And so many social media gurus are not helping matters at all. If you went to Google and typed in 'How to create a digital product', over 2.5 billion results popped out in less than a second. How will you not be confused or overwhelmed?

Confirm suspicions...

If you've ever thought that creating digital products should not be so hard, you're right. And that is why I am here to show you the simple steps you can take to set up in no time.

Encourage their dreams.

I know you have the dreams to change the world and make an impact on a global level. You also want to live a financially free life where you are not trading your time for more dollars. You want to be able to afford a good life without labouring hard, and I want to show you how to make that happen during this masterclass.

Slide 3: The Ruler Slide

This is where you tell your audience what your goal is for the presentation is and what to expect from you so that if their goal is not similar to yours, they have the opportunity to leave at that point.

The goal is always to help them to see that this new opportunity will give them their greatest desires, increase their status and help them achieve their goals. You should also use this opportunity to state who your class is meant for so people don't keep wondering if what you are saying is for them or not.

My goal for this presentation is to help two types of people. (If you have only one category of audience, that's cool but you may also have different market segments in your class).

- 1. Savvy and Passionate thought leaders, experts, coaches, speakers, consultants and other services based entrepreneurs, who want to get (what your new opportunity will do for them or their desires) the clarity you need to finally create your first or next digital products.*
- 2. Entrepreneurs who sell physical products and have been in business for more than 2 years, you will see how putting digital products at their front end can increase their bottom line drastically. I mean if you produce things like skin care, furniture, fashion, etc products.*

Slide 4: State Your Big Domino

My Goal For This Class...

1. The ONLY WAY for you to exponentially impact thousands of people all over the world, while creating massive wealth for yourself with little or no overhead cost is through digital products.
2. The ONLY WAY to create time and financial freedom with digital products is setting up a Sales Funnel.

Remember, they need to believe that your specific vehicle is the ONLY way to get what they desire most.

At this point, you can also hint them on the offer by saying: At the end of this class, I'm going to be giving some of you the opportunity to work with me to implement all you will be learning.

Slide 5: Qualify Yourself

This is where you share a bit of your back story and let people know why they should listen to you. I know you may feel uncomfortable talking about your past achievements but it's not bragging if you are not saying them to bring others down or make them small. You are saying them to position yourself as an authority they can trust to help them achieve their desires because you have also done it.

No, you will not be sharing every stats about yourself or reading a 10 page bio. This can be annoying and does not build rapport at all. Just briefly touch on the external results you've gotten, but then dig deep into the internal results you've gotten as a result of your achievements.

Not to assume you already know me, My name is Temi Ajibewa, aka #TheElectricTemi and founder of the Millionaire Housewife Academy. Allow me to tell you some interesting bits about myself.

I'm a wife and mum of 2 adorable boys.

I have 2 degrees in English and LLB Law.

I'm a certified business and life coach

Certified John Maxwell DISC

2 Time Amazon Bestseller

Neuro Linguistic Programming Practitioner

Management Consultant on Peak Performance.

I've created over 50 courses, webinars and eBooks.

In the past 5 years, I have made multi million naira through the creation of digital products like ebooks and online courses and 95% of my clients have never seen me physically before.

I've been working from home since 2014.

Tell Your Epiphany Story. Use the Epiphany script you created earlier to tell your story in a way that gives them the same epiphany you had. If you succeed, they will be sold after this first story and everything you say from this point will strengthen their initial 'aha'.

Sometime in 2014....

Liken Your Story To Them. After you tell your epiphany story, some people may think: "that's great, but that has nothing to do with me." So the next thing is for you to make it relevant for them. You do this by reframing it in some way that's familiar to their solution. Tell them what's

traditionally been done then explain why that's hard or confusing. Finally explain how your solution makes it easier or better.

Now, some of you probably don't want to be in the coaching business the way I am, but creating digital products to make money out of your existing knowledge can still be as profitable and as impacting for you.

Traditionally, to share your knowledge, you have to pull people together physically in a room to teach them what you know and here's how that is hard - you have to pay for the space and get it all set for the event but the worse thing here is that only people who can physically make it will benefit from what you have to share. Those who cannot be physically present will lose out on the opportunity to learn from you. Talk about short-changing your impact!

The same way, to be an author before now, you have to physically publish your book, do a book launch and all but today, you can create and launch an ebook, sell it and even become an Amazon Bestseller right on your mobile phone!

The internet has made life so easy for us and one thing you can be grateful for is that the 'knowledge business' is highly scalable when it is in digital formats. You can sell to one or one million with little or no increase in overhead cost.

Case Study/Proof: Here is where you show a quick case study of someone you've worked with having success with this, or an example that helps them see how it will work for them. If you have an outstanding success story here (even if it's of yourself or someone you know), you can share it.

Not only has this worked for me, but here's a story about Ruth, who launched her first online course about 6 months ago and look at the transformation she's got in just 6 months!

OR

3 years ago, I wrote and launched my first eBook and hit 6 figures in naira within 5 days. Few months ago, I launched an online course, before even creating it and did almost \$5,000 within the first 5 days of promoting it.

Transition to the Secrets: This is where you move into the teaching part of the class, so here is where you introduce what you're going to be teaching them. Remember that these secrets are designed to counteract or negate the top 3 false beliefs you identified earlier.

Here's what we're going to cover during the next 45 minutes or so.

The 3 Secrets of Creating and Selling Digital Products.

Secret #1 How to create your first digital product even when you are not an expert at anything.

Secret #2 How to set up your digital products in less than 30 minutes with drag and drop FREE tools in such a way that guarantees you time freedom.

Secret #3 *How to sell your digital products and make millions of Naira even without being a popular expert on social media.*

Breaking and Rebuilding Patterns.

Remember, this is not a presentation to teach people. It is a presentation to inspire people and cause them to actually take action to change their lives. The teaching is done AFTER they have purchased. Here, you are focusing on identifying their false belief patterns, breaking them, and rebuilding them with the truth. I understand this may be a bit strange for you but you need to understand that the type of teaching you are doing here is the foundation for change.

This is the kind of content that gets you sales and actually begins the transformation journey in the lives of your audience because you will be breaking the beliefs that held them back for years and giving them new empowering beliefs.

State the first Secret:

Secret #1 *How to create your first digital product even when you are not an expert at anything.*

Share the corresponding epiphany story: Remember, the goal isn't to teach them but to tell the stories around it to give them the epiphanies that will create desire and belief. They have to figure it out themselves.

When I began creating digital products, I was not an expert at what I was teaching. In fact, remember I told you I lost money? But I learnt from the process, got a mentor and within 4 months, I was a millionaire. The little I knew was enough. If it was enough to make me a millionaire, it was enough to be taught.

Expertise is in levels and you need to know that there are people who don't know up to what you know who will like to know what you know. Let your heart be opened towards the help you can offer, in your own little way and not the much you don't know because you really can never know it all.

Show other people's results: This is to convince them that other people have gotten results from your opportunity.

The cool thing is it didn't just work for me, it works for all kinds of people. Look, here's Joe, and he always thought he needed to be a certified weight loss coach before he helped people to lose weight but after he took the leap of faith and tried things this way, he began to impact way more people than he had imagined and of course, make so much money too.

Break the related beliefs: Remember the list you did earlier containing their false beliefs about your opportunity? I mean the 3 column list you did about their limiting beliefs about the vehicle, internal and external struggles. It's time to revisit it and address all the related ones to this secret #1.

You're probably thinking right? Well,

You're probably thinking you don't have time right? Well, all you need to spare is 1 hour a day to learn how this is done.

Restate the new belief as an Undeniable Truth: After shattering the old belief pattern and installed a new one, you're going to restate the secret as an undeniable truth.

So now that I've shown you how you can, isn't that awesome?

Personally, I usually add an affirmation here.

Eg: *Say with me: I don't need to be an expert to create an online course!*

Rinse and Repeat for Secrets #2 and #3: State the secret, tell an epiphany story, break related limiting beliefs and restate the new belief.

The transition to selling: There are different parts to this to make it simple and non-stressful. The first part is showing them how they could actually get the results they desired the most, if they actually follow what you showed them.

So let me ask you a question: If you followed what I showed you in Secret #1 and, then you did what I showed you in Secret #2 and, and then you used Secret #3 to, do you think you could be successful?

When you state it like this, you help them connect the dot and they have to say yes. If they said yes, it means you have knocked down all their internal beliefs and you have set the domino in motion.

The Question: This is the actual time to start selling. This is the time to reveal your offer and the best way to make this transition is by simply saying: **Let me ask you a question.** This takes away the pressure and nervousness. Then ask a few questions like:

How many of you are excited about what we just talked about?!

How many of you are feeling a little overwhelmed because we've covered so much? (laugh)

You can tell a small joke here just to lighten things up. Then explain how impossible it is to show them everything they need to get results in a 60 minutes presentation, but you have tried as much as possible.

Ask For Permission: Tell them you created a special package for those who are ready to move forward and want to implement this new opportunity. Then ask permission to share it with them.

Is it ok if I spend 10 minutes going over a very special offer I created to help you implement....?

Or

Are you ok if I spend 10 minutes to show you something that can totally change your life?

If you've followed the script up to this moment, you're going to get a yes. Once you get the permission (or assume so), you can now translate into your sales pitch. Introduce the offer, give an overview of what it is going to help them achieve before you begin to break it down.

The Stack: This is your secret sauce to closing the sales. Bear in mind you already created your stack, now is the time to use it. You will explain the first element of your offer, then show it on the stack slide, all by itself. Then reveal the second element of your offer, and come back to the stack slide that shows the first element along with the second one. You will do this for each element in the offer - you will talk about it and then add it to the stack slide. So the audience sees the value adding up. The LAST thing you show them before revealing the price is the full stack slide with the entire offer. When you do it this way, the audience associates the price with the FULL OFFER and not just the last thing you mentioned.

Eg:

When you join Digital Products Factory today, you will get the digital products factory bundle course (slide shows the visual representation of the bundle). Don't go deep into what they will learn here. Just explain the format and structure of the class, not the content, from a high-level.

Eg: *In module 1, we're going to talk about... In module 2, we will cover...* and so on.

Now, let me show you some people who have had the chance to go through this...

Here, you will highlight 2 or 3 success stories from your former clients or those you know have gotten success doing what you are sharing.

Who This Works For (All-Inclusive): When you have shared these testimonials, some people will still think it worked for those people because of this or that, and tell themselves some lies why it cannot work for them. This is where you make a blanket statement about all the different people it works for. Be as inclusive as possible.

Say something like:

So I want to go back and make sure you realise who this is for. It's for....

Destroy the #1 Reason People Don't Get Started: This is the elephant in the room. Address it head on so they don't keep thinking about it through the rest of your presentation.

Eg:

You might be thinking you cannot get started with this because... here's why that's a mistake that will hold you back from success.

Stack Slide #1: Reveal the first stack slide with the 6 week masterclass on it. Be sure to include the value of the item on the slide.

When you sign up, you're going to get instant access to the digital products creation training, a total value of \$....

Introduce Element #2: Quickly review the tools they are going to get. Remember not to go too deep.

As part of this package, you're going to get... This tool will help you...

You'll Be Able To / You'll Be Able To Get Rid Of...: Explain what the elements above will help them do or get rid of.

State The Problem This Tool Solved For You:

When I was first figuring this out, I ran into a big roadblock. I didn't know how to So I had to create For myself.

State How Much Time This Tool Will Save Them.

Way back then, I had to spend and to figure out an efficient way to handle this problem, but I don't want you to recreate the wheel. I've already gotten proven And I'm going to give it to you with this package. Sounds cool?

Break Related Beliefs About the Tools.: Mention any false beliefs they may have about the tools or their abilities to use them, quickly break and rebuild those belief patterns.

Stack Slide #2: Show the stack slide again with the masterclass on top and the tools on the second line. Then update the total value price at the bottom to show what the offer is now worth.

Introduce Tangible By-Product #1: Introduce the next component of the offer they'll receive when they invest.

When you invest today, you're also going to get access to, which will help you with.....

Pain and Cost: Talk about the pain and cost you had to go through to create this first by-product.

I had to go through, and, to get But you won't have to because I'm giving you as a special bonus.

Ease and Speed for Them: Explain how the bonus will make things easier and faster for them to get results.

Break Related Beliefs: Discuss the false beliefs they may have about the bonus or their inability to use it, quickly break and rebuild the belief patterns.

Stack Slide #3: Now, you should know how this works. Mention the element, add it to the stack. Mention another element, add it to the stack. Sometimes you feel you're getting repetitive, but

that's the key. It helps your audience understand the offer completely. You may even feel silly each time you restack it but trust me, this will increase your conversion. This is the KEY to selling to the masses.

Introduce your other 2 Tangible Products: Repeat the steps you went through for the tangibles. Show the pain and cost you had to go through to create it, then show the ease and speed of use this will create for them. Break any false beliefs, then stack again. Do this for the second and third tangibles.

The BIG Stack: This stack has the entire content of your offer, including the value of each piece. You will also total everything up and have the value to be 10 times as much as the actual price will be. If it doesn't reach that level, consider adding something more valuable to your offer.

Eg:

What You Are Getting Inside DPF...		
6 Modules Online Course Sold Out Course.	(\$999 Value)	
7 worksheets	(\$497 Value)	
Swipe files	(\$611 value)	
8 weeks coaching		
Bonus:	(\$1,799 Value)	
WhatsApp Class Mastery Masterclass		(\$399 Value)
How To Attract Paying Clients on Social Media Masterclass	(\$199 Value)	
How to Build Your First Email List	(\$399 Value)	
Lifetime Community Support		Priceless!

TOTAL VALUE: \$XXXXX

If / All Statements: Now that you've given them the big value price, you need to convince them that this offer is actually worth that much and get them to admit it to themselves. You do this by using what is called the If / All Statements.

Something like: If all this package did was , would it be worth \$ (full value price)...?

Eg: *Obviously, I'm not going to charge you \$11,656. But if I DID charge you \$11,656, and all this course did was, would it be worth it to you?*

You will do 3 If / All statements based on your 3 secrets. That is, all 3 statements will be related to the Vehicle, Internal and External

After each question, pause for a yes.

I Had 2 Choices: This is a tactic that gets them agreeing with you on the price.

I had 2 choices when setting the price for this program. I could go as cheap as possible and try to sell as many as possible. But the problem with that is I couldn't really stack on the value for you. So I decided to go with the second option, which obviously requires a slightly higher investment on your side. But in exchange for that, we can dedicate more time, energy and resources to help guarantee your success.

What Would The End Result Be Worth? Before you reveal the actual price, ask them what the end result would be worth to them.

So if you created a successful online course that was making money today, what would it be worth to you?

How much would you pay to have one successful online course launched?

Now, you probably see why people pay \$10,000 for similar results from me... because it's not a cost - it's an investment.

Price Drop: Now, come back to the full price you showed them right before the If / All Statements.

You've already seen how it's worth \$ And even at \$..., which I charge the public, it's a great deal. But because of, I'm going to give you a very special offer.

Price Reveal: Tell them the price and give your first call to action (asking them to click the button below or go to a certain website or call a phone number). Every slide after this will have a call to action link, so when they are ready, they can sign up.

Price Justification: After giving the initial price, some people will still feel shocked so it's important to justify why it's actually not expensive.

You could justify the price by showing them what the full price would be outside of the presentation or comparing it to the price of other options for getting similar results.

Eg: If you were to hire a professional to do this for you, it might cost \$... But because you're learning to do this yourself AND I'm giving you all the tools and resources to make it happen fast, you only pay \$...

Or

If you went to my online academy to add these to cart, you will definitely pay way more than this but because you're here, I'm giving you this special discount.

You've Got 2 Choices:

At this point, you have 2 choices. Choice 1 is to do nothing. If you do nothing with the information you've learned over the last hour, what will you get? Nothing.

Or you can choose to take a leap of faith. Just test this out to see if it will work for you.

Give Guarantee:

I know some of you may be thinking this may not work for them and this is for you: If you watch your lessons, do the exercises, put in the work and still, this doesn't work for you, you can request for a refund by sending my team and I a mail within 30 days and you will get a full refund. You have absolutely nothing to lose.

The Real Question Is This..

Do you think you are worth this investment? Do you think you deserve the good life that can happen for you when you launch your own webinar or online course?

The BIG Stack Slide: Again, you will show the big stack slide with all they are going to get and the total value. Go through each element, one by one to cement the offer in their minds before your final pitch.

Urgency and Scarcity: These are the 2 most valuable tools in marketing. Here, you can add a bonus upgrade that is only available right then or you can offer something special to a certain number of people, or for a certain amount of time (or both). **DO NOT SKIP THIS.** It is the key to getting people to buy immediately. If they leave the presentation, the chances of them coming back and buying later are almost zero. Deadline is key.

Closing Call To Action / Q & A Slide: This is the slide you will end your presentation with. It will contain a recap of the offer, a countdown clock for 30 minutes, price and call to action. This is the time to take questions which you may take live from your audience or prewritten. You may think of other false beliefs they may still have and address them as Frequently Asked Questions.

Extra notes:

Hook from the start: Right after you tell your audience what they would be learning from the masterclass, let them know that at the end of the class, you will be giving some of them the opportunity to work with you (in a case where your upsell includes you, as in a coaching or mentoring program) or get the right strategies (in case of an online course) on how they can implement all they will be learning from you today because knowledge is not power unless executed.

Reiterate the Hook: In between your presentation (I recommend every 20 - 30 minutes), let your audience know that they will be getting an opportunity from you at the end of the class.

Simply make allusions to your offer as lightly as you can in a way that keeps them interested in your coming offer and at the same time, hooked on your presentation.

Get as many Yeses as possible: Include an intermittent “Hope you’re getting me?” “Can you see this is possible?” and questions like this to get your audience saying “Yes” to you over and over again before you even make your pitch. Preferable, make these statements after each major point you share on.

There you have it - all you need to have massive conversion rates in your webinars as taught, tested and proven by my mentor in online sales - Russell Brunson of ClickFunnels.

To your success,

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