



**- CONTENT DESIGN GUIDE FOR YOUR -  
FREE TELESEMINAR OR WEBINAR**



**6-FIGURE BIZ  
ACADEMY**  
FOR NUTRITION PROFESSIONALS



# CONTENT DESIGN GUIDE

## FOR YOUR FREE TELESEMINAR OR WEBINAR

During a launch campaign, you may want to invite your prospective clients to a Webinar to get a “taste” of your brilliance and to give them good faith information that will truly help them. In addition, **it’s during this initial training that you’ll invite them to take a next step – into your paid offer (program or product), which is a much “deeper dive” into the subject matter.**

Note: The exception is if you’re offering strategy sessions. If so, you’ll invite your listeners to take the next step of applying for one of these complimentary sessions.

Thus, your Free Webinar needs to be a “teaser” of sorts for your paid offer. Again, it should definitely contain valuable, usable information, but it should also create a desire for people to want more – more information, more instruction, and more mastery (i.e. your paid offer).

So it’s important to design your Webinar smartly. It must be about the same overall topic of your paid course or product – again, a topic that your audience finds crucial at this time. It must give compelling, helpful information. But as this is typically only a one-hour training, you can only offer “so much” in such a short time. **To really learn everything they need to know, they’ll have to take the next step with you.**

### 1. Looking at the overall topic and the different modules of my paid offer, what beginning tips and hints can I give in a Webinar?

It can often help to think of this preliminary but important information in terms of:

*The “x” biggest mistake(s) or blunder(s) that \_\_\_\_\_.*

*The #1 factor in achieving \_\_\_\_\_.*

*My “x”-step system for \_\_\_\_\_.  
(In this case, you’d go through the system at a high level but not elaborate each step).*

*Why you should never \_\_\_\_\_.*

*The “x” keys to \_\_\_\_\_.*

*My favorite tool for \_\_\_\_\_.*

*How to guarantee that \_\_\_\_\_.*



What you **MUST** do/implement if you want \_\_\_\_\_.

The one secret that will ensure \_\_\_\_\_.

**2. It also helps when the tips and suggestions you teach during your Webinar are the “first steps” for someone to understand about something that you SPECIFICALLY go into MUCH more detail about in the paid course.**

This way you can say something like:

*“I’m going to go through my ‘x’ step system for \_\_\_\_\_. Now in my full such-and-such course, I go over each of these steps in detail with word-for-word scripts and checklists to accompany each step. But for now, I want you to understand the basics of each step and how to apply it.”*

Can you think of any opportunities to deliver a tip, tool, or suggestion where you can “foreshadow” that there is much more to know about this particular strategy that is covered in the full course?

**3. IF what you’re offering is a limited number of slots for one-on-one strategy sessions, then the Webinar should also be about what your audience cares about the most – the issues and struggles they’re facing – but instead of “teasing” a paid course, you can say something like:**

*“We can dive into this material in much more depth and look at how to specifically apply it to you and your circumstances in your one-on-one such-and such session with me. I’m gifting “x” number of you this one-time session, valued at \_\_\_\_\_, etc. etc.”*