

Free Live Web Class Outline

THE HOOK & WELCOME / OVERVIEW

The first thing you want to do is deliver a strong hook to get them to stay tuned for the rest of this training. This hook should be simple and relatable to either the problems/pain they are facing right now or what their life will look like after they have overcome their obstacles (with your help of course). You can also tie the welcome and the overview of what you are teaching in the same sentence. **This could sound like:**

"Hey guys! Welcome to today's live training. If you have been struggling to lose weight because of your busy schedule, then stick around because I am going to share my top methods to losing weight without spending hours in the kitchen and the gym".

Notice how we welcome them we deliver a hook that is focused on their pain point all while simultaneously explaining what we are going to be teaching in this training.

EARLY ENGAGEMENT

Now that we have done our hook and welcome, we want to get engagement in the comments as quickly as possible. The reason being, the more comments and likes you get during your live the more people Facebook will show the video to. An easy way to do this is to ask people to comment below where they are signing in from. This will get the comments to start flowing and you can call a few peoples names out to welcome them personally to the live call.

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TELL A SCENE

Scenes are an amazing way to captivate your audience while simultaneously preparing them for what you are about to teach. This scene should help them understand what you are going to teach by making it more relatable to them. **Here is a short example of a scene:**

"I decided to sleep in yesterday on my day off and right on time my dog jumps in my bed and starts nudging me to get up. I knew exactly what he wanted because every day at 7am I feed him. Because of that he has gotten used to his routine and starts to feel anxious if we deviate from it. As this was happening, I started thinking about how we all grocery shop. If you stop to think about it, every time we go into the grocery store, we usually walk the same route! We go down the same aisles in the same order and ultimately tempt ourselves to buy things that never help us with our weight loss. These are our hidden bad habits" ... (this is where you would start the training)

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TRAINING & ENGAGEMENT

This is where we get into the bulk of our free web class. Try to keep this section between 15 to 30 minutes because it will help you keep your audience from getting overwhelmed (which leads to them leaving the live before you can sell). Throughout your training make sure to engage with the audience by asking them questions related to the training. This makes the training fun and allows you to build a relationship with your audience. **Here is an example of how you could engage:**

If you are teaching about how to build good grocery shopping habits, you could say *"how many of you have told yourself before you go to the grocery store that you are not going to buy sweets or junk food? (you can quickly read a couple comments to acknowledge that you see their answers) How does that normally work out for you? I know once I walk through the bakery it is game over! We just cannot resist the smell of those delicious cookies! And that's why we are going to change our habits of how we navigate the grocery store by..."*

Write your teaching points below

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THE PITCH

Here we are! The grand finale of your live web class. This is where you tell them about your program and how it can help them accomplish their goals. Make sure you write down a few bullet points about what you want to say because this is the spot where most people get nervous and forget what they are going to say. Also, be careful not to talk too long or you might lose your audience. I would spend no more than 3 to 5 minutes here (don't be afraid to have a stopwatch ready to go or pay attention to the time on the Live).

Write your bullet points for your pitch below

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THE CLOSE

This is it! You have made it to the end, and it is time to close the deal. I think it is important to know that there are a million ways to sell and close... However, we want to give you the easiest and least aggressive way to do this, so it relieves pressure and stress for you AND your audience. The goal of this “Close” is to get your potential clients to hop on a zoom call with you or your team if you have one. That way you can make sure they are a good fit for the program and increase your chances of getting the sale. **Here is an example of a close:**

“Hey guys, I know that this journey is hard but right now you have a chance to take a stand and gain your life back! With that said, I know that not everyone will be a good fit for this program and I want to make sure that this is right for you before you sign up which is why I (or my team) would like to hop on a call and strategize with you for 15 minutes to make sure you get the best outcome possible. If this is something you are thinking about, comment below and I (or we) will reach out to you to schedule that strategy call!”

Write your close below