

15-Step DONE FOR YOU

Webinar Method

That Prints Booked Calls & Cash!



Multi-7-Figure Webinar Method

(15-Step Structure To a Highly Optimized Webinar That Converts)

Hey, its Sam Malsom, Founder & CEO of <https://www.onlinewealthsociety.com/>

Welcome to this **FREE MASTERY BONUS**.

Below is access to the **FAST-TRACK** framework for converting cold and warm traffic into booked calls and sales via a webinar!

A webinar usually lasts for 45 minutes all the way up to 3+ hours. From our testing around 1 hour – 1 hour & 30 mins is the sweet spot. This timeframe maximizes conversions.

I've learnt directly from the best when it comes to webinar presentations.

Experts like Jason Fladlien, known as the....

**...QUARTER OF A BILLION DOLLAR
WEBINAR MAN!**



Whenever I Learn A New High-Income Skill, I Learn From Experts So I Can Extract The Specialized Knowledge & **Take Action** On It!

\$250M In Sales With Webinars!!



He's sold **\$250,000,000 via webinars** and was Alex Hormozi's consultant for his \$100M book launch.

His highest converting webinar made **\$57.9M in 226 days** (6.5 Months)

I've also learnt from Russel Brunson, Co-Founder of the **\$1B** company ClickFunnels & Anik Singal who's reportedly done **\$100M in sales** with around **\$20M from webinars**.



If you've been through module #9 of the Client Acquisition Accelerator, you'll already have internalised this diagram of the...

4 PILLARS OF CONVERSION FOLLOW UP!

EMAIL FOLLOW UP



Build Authority, Relationship & Trust Via Stories & Value

SOCIAL MEDIA FOLLOW UP



Be Personal! Share Your Lifestyle & Have DM Conversations

PHONE FOLLOW UP



Build Deeper Relationships & Convert Sales

MASS WEBINAR FOLLOW UP



Specifically For Warm Leads & Hot Prospects

If you are not hitting \$10,000 - \$100k per month yet. Start with the DM Funnel or the VSL Funnel that I share inside module #8 of C.A.A.

You can scale to 7-Figures and beyond with just the VSL funnel.

I advise you to use the webinar method after you're a bit more advanced and hitting \$100k per month (*If you want to use a webinar*) which will allow you to scale **FASTER & EASIER!**

You can use this webinar method with cold traffic. (*These are people that DON'T know, like or trust you yet*)

However, I personally like to use webinars on the back-end of my VSL funnel... when leads have developed more of a relationship with me... via leveraging the first 3 conversion pillars (*Email Marketing, Social Media, Phone Follow Up.*)

Webinars convert way higher with warm leads and hot prospects + watch time retention rates massively increase, because your subscribers already have begun to trust you.

Here's the optimized steps which are broken down into 4 phases and 15 steps.

Phase 1 – Capture Attention & Build Deep Desire

STEP #1 - Hook Them In With Your BMI (*Big Marketing Idea / Headline*)

STEP #2 - Dive Into The Big Pain & Problems + Twist The Knife & Get a Commitment

STEP #3 – Create 'Open Value Loops' To Increase Webinar Watch Time

STEP #4 - Excite Your Leads (*Future Pace + Future Vision*)

Phase 2 – Authority & New Belief Creation

STEP #5 - Position Yourself As The Expert & Share Client Results + Testimonials

STEP #6 - Shift False Beliefs

STEP #7 - Unique Mechanism / Method Training (*WOW NOT HOW Insights / Secrets*)

STEP #8 – Create Micro Commitments

Phase 3 – The Sales Transition

STEP #9 – Permission Based Offer Transition

Phase 4 – The Offer Stack

STEP #10 – Introduce Your Irresistible Offer (*Book a Free Call or Paid Product / Service*)

STEP #11 – Reveal The Price > CTA = Call To Action

STEP #12 – FREE Mastery Bonus Package

STEP #13 – Better Than Risk Free Reversal Guarantee

STEP #14 - Scarcity & Urgency

STEP #15 – Overcome Objections + FAQ's (Frequently Asked Questions)

Phase 1 – Capture Attention & Build Deep Desire

STEP #1 – Hook Them In With Your BMI (Big Marketing Idea / Headline)

Grab **attention** immediately by using this formula...

How To **[Big Benefits]** In **[Specific Timeframe]** Without **[Big Problems]**

- *Provide a big promise*
- *Use a wild statement*
- *Or a shocking statistic*

Business Example:

“In the next 60 minutes, I’ll show you...

How To Convert Cold Traffic, Book Appointments & Scale Your Business To 6 & 7-Figures In 6 – 12 Months... WITHOUT Posting Random Content Or Wasting Money On Ads!

Health, Fitness & Weight Loss Example

“In the next 60 minutes, I’ll show you...

How To Lose Weight & Build 5Kg of Muscle In 90 Days... WITHOUT Spending Hours In The Gym!

Dating & Relationship Example

“In the next 60 minutes, I’ll show you...

How To Get Dates With Beautiful Girls In Less Than 7 Days... WITHOUT Getting Rejected & Feeling Miserable!

Your BMI Headline must be believable, truthful and you must be able to deliver the benefits + end result via your paid offer. If you can't do that, do not write it down.

STEP #2 - Dive Into The Pain & Problems + Twist The Knife & Get a Commitment

Agitate your core client avatars current **problems** and show them how **painful** it is in the present moment.

Then project out into the future and explain how the pain will increase if they don't fix the problem NOW!

You make them feel:

- **The frustration + pain**
- **The cost of staying stuck**
- **The urgency to make a change TODAY!**

You're demonstrating that you...:

“Understand Their Struggle, Frustration and Failure.”

This builds trust fast.

You then need to get a COMMITMENT from your viewer so they can make the decision to book a call or buy towards the end of your webinar.

STEP #3 – Create ‘Open Value Loops’ To Increase Webinar Watch Time

Create curiosity value loops by explaining intellectually interesting knowledge nuggets that they haven't heard about before to keep them watching the webinar.

Business Examples:

- *“Later, I'll show you the exact appointment script that booked 44 calls in 7 days.”*
- *“During insight #3 of the free training... I'll show you the secret ingredient that will help you scale to 6 & 7-Figures FAST!”*

After speaking to 1,179 business owners only one of them was leveraging this correctly and it's the main reason why 97% of people fail to get consistent results.”

- *“Later on, during this free training, I'll show you the C.A.L.V.O Method that allows you to 10X the value of each lead that comes onto your email list **WITHOUT** burning out your subscriber base.”*

Health & Fitness Example:

Later, Ill show you the fast-track fitness plan that you can do in only 20 minutes per day.

Dating & Relationship Example:

Later, I'll show you the one sentence pick up line that gets girls to instantly desire you more... even if you're shy.

This keeps people watching.

Another way I like to do this is by giving away a super valuable FREE bonus... if they watch the whole webinar and right at the end, I'll give them a private link so they can access it.

In one of previous webinars, I gave away my book for **FREE** titled the...

Internet Millionaire Formula



Inside the book it dived into a CASE STUDY on how our affiliate team made **\$3M in rapid time.**

It was super valuable and complimented what I was teaching on the webinar. Inside the book there was also a call to action to book a free call on our calendar which increased appointments & sales conversions.

STEP #4 – Excite Your Leads (Future Pace + Future Vision)

Show what's possible.

During this step you'll paint the picture of:

- **Results**
- **Lifestyle**
- **Specific Business / Weight Loss / Fitness / Dating & Relationship Outcome**

This builds emotional momentum and gets people to feel what it would be like to experience the end-result you can help them achieve by future pacing via using their imagination.

You'll then quickly share your **FUTURE VISION** that is bigger than gaining something for yourself... to create a movement that email leads and prospects want to be a part of.

Phase 2 – Authority & New Belief Creation

STEP #5 - Position Yourself As The Expert & Share Client Results + Testimonials

Show why your viewers should listen to YOU.

During this step you are NOT bragging... you are using strategic **Authority Positioning & Credibility** stacking devices to demonstrate to people that you are an **EXPERT**.

Here's some examples:

- **Share Your High Drama Story Quickly** (*Don't Blabber Mouth On For Too Long*)
- **Share Results**
- **Client Results, Wins & Video Testimonials**
- **Unique Experience + Skill Sets**
- **Endorsements & Authority By Association**
- **'Quick Fire' Client Before & After Stories / Case Studies**

SECRET TIP – If you're CTA at the end of the webinar is to book a free call... give a quick soft CTA to book a free call with you after you've positioned yourself as the expert during step #5.

Some leads may not watch the whole webinar but may want to book a call with you... if you've created your authority positioning devices correctly which improves your appointment booking rate.

STEP #6 - Shift False Beliefs

Destroy old beliefs.

Introduce:

- **A new way to think = Paradigm Shift**
- **A different model**

Examples:

- *“Traffic isn't the problem... your positioning in the marketplace is.”*
 - *Everyone thinks AI is going to make them rich, however if you don't have the correct sales and marketing knowledge to grow your business... AI is pretty much useless”*
 - *Everyone thinks selling high-ticket offers is hard. But when you have the correct non-pressure sales framework to follow. It becomes EASY & EFFORTLESS!”*
-

STEP #7 - Unique Mechanism / Method Training (WOW NOT HOW Insights / Secrets)

During this step its important you do NOT teach too much.

Share a high-level overview of your core Unique Mechanism / Method Content framework.

Then dive into 3 insights or secrets that are **different** and **unique** compared to your competition.

It's important you do not go into too much detail.

Just:

- **The logical steps**
- **The structure**
- **WHY it works**

Give away enough value to:

- Build trust
- Create desire
- But do NOT overwhelm viewers

The key here is to leverage '**WOW NOT HOW**' content.

Wow them without teaching too much detail on how to do it. If you teach too much on your webinar... leads will not buy your offer, because they will believe they can do it on their own.

PRO TIP – Position Your Value Don't Just Share / Teach Your Value!

In my webinars I share how I've been through over \$100,000 worth of self-education learning from millionaires and billionaires. This positions the knowledge I am sharing for free as premium.

Inside module #4 of C.A.A... I also share how I've been through sales training from the world's best.

Experts like...

- ✓ **Neil Rackhem** from Spin Selling, who studied 35,000 high-ticket sales calls.
- ✓ **The real Wolf of Wall Street... Jordan Belfort** (*love him or hate him you can't deny he's a top sales person*)
- ✓ **Daniel G** labeled world #1 sales trainer, with 7.2 million followers on social media & generated over **\$100M in sales!**

The high-level critical sales knowledge I've learnt has made me more money than I know what to do with and its **easily valued at \$10,000+...** so that module alone is worth the entire investment of the coaching program curriculum. Make sense?

Russel Brunson does this fantastically well inside one of his webinars.

He tells the story of how he bought the Traffic Secrets course company off ?????? for **\$1,000,000**. And then he gives the traffic secrets course away for free during his irresistible offer section of the presentation.

This specific presentation made him **\$3,000,000 in 90 minutes** from stage at Grant Cardones 10X live event. I'm gonna give you the link to this presentation (*some of you may have already watched it*) but the key is to study, learn from it and model it... if you want to massively improve your webinar skill development.

When you do this... make sure you have the 15 STEP WEBINAR METHOD FREE BONUS PDF open and make notes to see which phase and step he is presenting in.

Some of you won't do this & you won't complete ALL the action steps I've laid out for you inside the Client Acquisition Accelerator business development curriculum, because you are LAZY & PROCRASTINATE.

If that's you, go to module #3 of C.A.A (**Millionaire Mindset + Awareness Ascension + First Based Principles of Success & Results**) and I will REWIRE your brain and your SELF IDENTITY level for **massive success!**

The winners that are serious who deeply desire to grow their business. Will go the extra mile.

It's actually f%&king AMAZING the results you can achieve when you do the following 2 things:

- 1) Pay attention to the small details in your business and your life. By doing the ACTIONS required to get BIG RESULTS which compound over time!
- 2) **NEVER EVER GIVE UP ON 'YOUR DREAM'** (*If you're inside this program & GOD planted a dream into your mind, just make sure it's a dream that's viable and profitable in relation to building a business! You aren't gonna become rich selling gold fish bowls LOL*)

Now... when you POSITION your value that you are giving away for free in your webinars it draws viewers in, increases retention rates and gets more people to experience your OFFER, resulting in more booked calls and more sales for you.

STEP #8 – Create Micro Commitments

Get small agreements every time you share some valuable knowledge around your Unique Mechanism / Method + the steps... towards achieving the end-result.

Example: You'll share some cool content then say...

- *“Does that make sense?”*
- *“Type YES if you get this.”*
- *“Do You See How That Works?”*

This increases engagement and buying likelihood because you're getting the viewer to consistently say yes... which means when you get to the offer + call to action at the end of the webinar, leads are more likely to say yes... because their brain has been primed to say YES throughout the webinar presentation.

Phase 3 – The Sales Transition

Before we dive into phase #3 & #4, you must understand the 2 paths in relation to the sales transition.

There are 2 sales transitions you can implement with this 7-Figure webinar method

- **CTA (Call To Action) #1 = Book a Free Call**
- **CTA (Call To Action) #2 = Sell Your Paid Offer** (Product / Service) directly on the webinar

CTA #1 (Book a Free Call) is the CTA you should use if you are selling an offer over \$3,000. It's the CTA I use in all my webinar presentations to increase booked appointments.

When using this CTA you are going to use all the steps from Step #9 – Step #15 apart from Step #11 (Reveal The Price). I only ever share the price of my offer when I have walked the prospects through the phone script during the free call.

CTA #2 (Sell Your Paid Offer) is for selling directly on the webinar when selling offers below \$3,000. In which case you will use all the following steps including the step #11 (Reveal The Price)

Let's walk through...

STEP #9 - Permission Based Offer Transition!

During this step you'll move from teaching 'WOW NOT HOW' content so you can shift beliefs to selling.

This is where most webinars fail.

Here's the language pattern you can use...

"We've covered a lot today and I don't want you to feel overwhelmed.

If you'd like help implementing what I've shared with you during this free presentation, I've created a special package to help FAST TRACK your results, but I first want to get your permission.

Does that sound good?

Put a 1 in the chat box if you'd like me to share this with you so I can help you achieve [END-RESULT] "

Here you're shifting into:

Implementation mode positioned as HELP to FAST TRACK their results. This allows you to transition nicely into presenting your offer.

Phase 4 – The Offer Stack

STEP #10 - Introduce Your Irresistible Offer Using Dramatic Demonstration (Book a Free Call or Paid Product / Service)

Here you'll present the solution in the form of a free call or a paid offer.

By following this structure:

- **What it is** (Offer Name Which Should Be Tied To The END-RESULT)
- **Who it's for** (List Core Client Avatar(s) The Offer Is For)
- **What it does** (Share The Features + Benefits)
- **What result it creates** (Share Results Using Dramatic Demonstration & Back It Up With Proof)

This is the **VECHILE** to helping people get the **END-RESULT + TRANSFORMATION** they desire.

STEP #11 – Reveal The Price > CTA = Call To Action

Reveal the price AFTER sharing the value of the offer only if the price point is below \$3,000.

If your offer price point is above \$3,000 give them a call to action to book a call and only share the price on the free call after you have walked them through the sales script, I gave you access to inside module #4 of the Client Acquisition Accelerator curriculum.

Here you can use

- **Value Stacking** (Each Component of Your Offer Should Have Its Own Monetary Value Attached To It So You Can Increase The Total Perceived Value of Your Offer)
- **Price Anchoring**

“TOTAL VALUE of This Special Offer Is \$24,978.

I Usually Charge \$5,000 For This.

But Today... Because You've Invested This Time With Me... You Can Get Access To EVERYTHING Included In [OFFER NAME] For Only \$1,997

- **Comparison Pricing etc.**

“If You Were To Hire Me on a 1:1 Basis To Write Your Copy, Build Your Funnel & Grow Your Business, You're Looking At a Total Investment of \$25,000 - \$100,000.

But Today You Can Get Access To EVERYTHING Included In [OFFER NAME] For Only \$1,997.

From Step 11 - 15, you'll continue to **give them strong call to actions** to either to book a free call with you & your team or buy your offer directly by sending them to an external web page link.

STEP #12 - FREE Mastery Bonus Package

After you've shared the total value of your offer + the price, next you'll continue to stack the value so you can increase the perceived value of your offer by giving away super valuable BONUSES for free.

Here's some bonus ideas:

- ***DONE FOR YOU Components***
- ***Templates***
- ***Scripts***
- ***Case studies***
- ***Fast-Start Guides***

When creating bonuses think of ways to help FAST-TRACK their results and then give them away for FREE!

Aim to give away 5-7 FREE Mastery Bonuses because they accelerate buying decisions.

Just make sure... every time you share a bonus... you tie a monetary value to each bonus and then continue to stack them, while increasing the total value of the offer.

STEP #13 - Better Than Risk Free Reversal Guarantee

The next step is **REMOVE THE FEAR** from the buying decision.

Here's some examples you can use:

- ***30-90-180-day guarantee***
- ***Performance guarantee***
- ***Conditional guarantee***

This lowers sales resistance and increases action.

Go to module #2 of C.A.A where I walk you through exactly how to create your BETTER THAN RISK FREE GUARANTEE.

STEP #14 - Scarcity & Urgency

The key during step #14 is to force buying action now by leveraging **REAL URGENCY & SCARCITY**.

Never ever use fake urgency or scarcity!

Examples:

- ***Limited Spots Available (SCARCITY)***
- ***Fast-Action Bonuses (SCARCITY + URGENCY)***

- ***Specific Time Deadline (URGENCY)***

Without this:

Your webinar attendees won't buy because they think to themselves that they can buy at a later date.

Viewers have to be given a strong reason to buy now and real scarcity and urgency does just that.

STEP #15 – Overcome Objections + FAQ's (*Frequently Asked Questions*)

As I mentioned at the start of this free bonus, I advise you to leverage a webinar after you're hitting \$100k/month with your VSL funnel, so you can scale faster and increase your sales conversions.

At this point you should have a very good idea of all the main objections potential buyers have from your experience of selling over the phone and the DMs for your specific offer.

During step 15 you'll want to list 5-7 OBJECTIONS + FAQ's people have from buying and overcome them on your webinar presentation.

When you do this your sale cycle decreases and if you're selling a high ticket offer over the phone... you and your team won't be spending as much time on calls to convert prospects into cash.

FANTASTIC WORK.

That's the end of the 15-Step Webinar Method!

Now we will dive into some extra SECRETS that will help you increase your webinar conversion rates!

The Real Secret Behind Webinars That Book Calls & Sell Effortlessly!

The 15-Step Structure alone isn't the magic.

The **PSYCHOLOGICAL LAYERING** is. Here you'll want to focus on...

1. Belief Engineering

Change beliefs before selling.

Typical beliefs that prospects have that need to be shifted are :

- *"This won't work for me"*
- *"I don't have the time"*
- *"I'm not ready"*

2. Teaching & Sharing Value Without Giving Everything Away

The key is to share:

- Frameworks
- Principles
- Understanding

Not:

- Full How To content & implementation

This creates demand for help and demand for webinar attendees to book a call or buy your offer.

3. Selling Implementation – Not Just Information

Your offer should rarely be:

“Learn this”

It's:

“Implement this with us so you can get SPECIFIC END-RESULT faster and easier”

The Famous Jason Fladlien \$250M “Reverse Webinar” Thinking

One of his core philosophies:

Start with the pitch... build the webinar backward.

Meaning:

1. Always create the offer first
2. Then design webinar pitch + content to support buying
3. Never use random teaching

This is a huge insight many miss but its key when creating a high converting webinar. Because the OFFER is by far the most important component of any successful presentation.

- **A bad offer that leverages the 15-Steps webinar method still won't convert.**
- **An amazing offer to the right target market that leverages the 15-Step Webinar Method I've shared with you absolutely **CRUSHES!****

If You're Building A Webinar... Here's the Simplified Formula

This is the practical stripped-down version:

BMI Hook → Pain + Problem → Authority Positioning → Unique Idea → Share Method → Irresistible Offer → Close → Overcome Objections

That alone can work.

But the full 15-step model converts much higher.

If you're using webinars to:

- Sell high-ticket offers
- Book appointments
- Sell coaching
- Sell consulting
- Sell courses
- Sell DONE FOR YOU Services

This framework is...

One of The Most Battle-Tested Ever Built

Not just theory but based off real results.

Battle-tested across:

- Coaching
- SaaS
- Info products
- Affiliate Offers
- Consulting
- DONE FOR YOU Offers

Hope you got value from this **FREE BONUS**.

Take action on the DONE FOR YOU Webinar System and I guarantee you'll improve your booked calls + sales for your coaching, consulting, service or high-ticket info business.

Talk soon,

Appreciate ya!

Sam Malsom

Founder & CEO: [Online Wealth Society. Com](https://www.onlinewealthsociety.com)

\$3.4M+ In Client Results!

Former UEFA Europa League Pro Footballer!

Consulted With a 9-Figure FORBES Entrepreneur Worth £102M!

Author: Digital 7-Figure Blueprint!

Creator of the 1:1 'GET CLIENTS' Coaching Program (DONE FOR YOU)

On A Mission To Help My Clients Hit \$100M In Sales!



P.S

Here is access to...

✓ **Russel Brunson's [\\$3,000,000 In 90 Minutes](https://www.youtube.com/watch?v=003tDgC64wQ&time_continue=3&source_ve_path=MjM4NTU&embeds_referring_euri=https%3A%2F%2Fwww.inc.com%2F) On Stage Presentation**

https://www.youtube.com/watch?v=003tDgC64wQ&time_continue=3&source_ve_path=MjM4NTU&embeds_referring_euri=https%3A%2F%2Fwww.inc.com%2F

✓ **Jason Fladliens Interview Breakdown of a [\\$57,900,000 Webinar In 226 Days](https://youtu.be/lpmKpMiiwHw?si=9yUrWkgAMuQIyN75) With Anik Singal**

<https://youtu.be/lpmKpMiiwHw?si=9yUrWkgAMuQIyN75>

- ✓ **Full Breakdown of Alex Hormozi's \$105,000,000 In 3 Days Webinar Presentation That Broke The Guinness World Record**

<https://youtu.be/eZaYs2jP7U4?si=NsiLEjkOagclHR-A>