

**“Your Ultra-Hot Workshop
Name: And Hot Subtitle...”**

With Your Name Here

Today We Will...

- List your outcomes here
- What will they learn?
- What will they walk away with?
- Write them up in a way that makes them super compelling and enticing just like it's marketing copy (cuz it is)
- One lucky person will also win a free copy of my XYZ program (the program you'll be selling on this webinar)

“How I Discovered The Secrets to XYZ...”

- This is where you tell your story, build credibility, and connection
 - How did you learn these secrets?
 - What was your struggle?
 - How did you overcome it?
 - Think Before and After
 - Then did you share it with others who also got great results? If so tell us about that too.

“How I Discovered The Secrets to XYZ...”

- Include anything that builds authority
 - Creator of the XYZ system, author of, Phd in, 25 years of research into...
- If you don't have a personal story of your own transformation, tell the story of watching other people (maybe even close to you) who have struggled and you hated to watch them suffer
- That's why I'm so excited to share this with you today so you don't have to go through what I went through...

“Secret to XYZ Success #1...”

- You can teach a few random super hot secrets to success with your topic here and/or...
- You can teach an overview of the system needed for transformation (ie: 7 steps to change X forever)
- Make sure this section has massive value

“Secret to XYZ Success #2...”

- More great content
- Always be laying the foundation for buying your program
- The 3 critical success factors for getting results are ABC (which are the main things included in your program)

“Secret to XYZ Success #3...”

- Make sure people leave with real value from your training
 - Leave people better off than when you found them
 - It builds trust for a long term relationship
 - And keep seeding your expertise and that there's even more great stuff inside your program.

“Secret to XYZ Success #4...”

- More Awesomeness
 - Leave people better off than when you found them
 - It builds trust for a long term relationship
 - And keep seeding your expertise and that there's even more great stuff inside your program.

“Secret to XYZ Success #5...”

- More Awesomeness
 - Leave people better off than when you found them
 - It builds trust for a long term relationship
 - And keep seeding your expertise and that there's even more great stuff inside your program.

Quick Recap...

- Remind them of all the amazing stuff they just learned
 - We covered XYZ
 - You learned ABC
 - And 123
- TRANSITION TO YOUR OFFER:
 - Now, for those of you who'd like to go deeper, I'd like to share the details of my ABC Program with you and
 - I'm going to pick 1 lucky person to win a free copy of my ABC program!

The “YOUR PROGRAM NAME” Details...

- I created this program because...
 - Problems you or other people had with this issue
 - Goals that you or other people wanted to achieve around this topic
 - EX: I struggled for many years to lose weight and keep it off
- If you've ever struggled with X, then you know what it's like to:
 - Live each day...
 - Feel embarrassed and ashamed because of..
 - Worry when is the next time that X will happen
 - Wonder if you'll ever be able to Z
- I designed this program to change all of the for you –starting right now

Raving Fan Testimonial here

- Testimonial/Case study of some awesome results
- Show how amazing you and the program are
- Short and to the point

Module #1: Super Enticing Name For Module 1

- Super compelling benefits of what they'll learn in this module.
- More super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.

Module #2: Super Enticing Name For Module 2

- Super compelling benefits of what they'll learn in this module.
- More super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.

Module #3: Super Enticing Name For Module 3

- Super compelling benefits of what they'll learn in this module.
- More super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.

Module #4: Super Enticing Name For Module 4

- Super compelling benefits of what they'll learn in this module.
- More super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.

Module #5: Super Enticing Name For Module 5

- Super compelling benefits of what they'll learn in this module.
- More super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.
- Super compelling benefits of what they'll learn in this module.

The Program Format...

- How is the program delivered?
 - Video? Audio? Tele-class? Webinar? Live Event?
- What are the advantages of delivering it this way?
 - From the comfort of your own home
 - Total immersion
- Further details
 - these calls will be 90 minutes long
 - Training plus coaching during the calls
 - Ask questions
 - Etc.

Second Raving Fan Testimonial here

- Testimonial/Case study of some awesome results
- Show how amazing you and the program are
- Short and to the point

The Investment...

- How much it cost you to learn this in terms of time, energy, money, and pain & suffering
 - I've spend the last 2 decades studying ABC, totally obsessed with finding answers.
 - I've attended dozens of trainings and spent 10s of thousands of dollars.
 - I've paid for doctors, therapy, coaching, and amounting to over \$25K to figure this out.
- Some huge comparison # of how much it could cost to get these (or much less) results some other way
 - If you go to college, you usually spend \$50K and 4 years of your life and you only end up with...
- The idea is to make the amount of money that people spend with you seem miniscule compared to these other numbers

The Guarantee...

- Create a “Branded” Guarantee
 - The “Get Results” Guarantee
 - The “Double Your Money Back Guarantee”
 - The “True Love Guarantee”
 - Something to make people actually read it and absorb it vs a simple satisfaction guarantee

Q&A (AKA: Overcoming Objections)...

- Live Q & A is optional
 - It's a good idea to have questions already prepared that are common questions/objections?
 - You can just run through them as “here are some common questions that a lot of people ask”...
 - Will this work in other countries/cultures?
 - Can I sign up for this later?
 - What if I'm a total beginner?
 - What if I don't have any money?
 - What if...

The Bonuses...

- **BONUS #1 – Something Awesome:** How to have all of the love, sex, money, fame, and fortune you could ever imagine while being worshiped and adored everywhere you go
 - Compelling bullet point
 - Compelling bullet point
 - Compelling bullet point
 - Compelling bullet point
 - Compelling bullet point
- Value: \$2,000

The Bonuses...

- **BONUS #2 – Something Even More Awesome:** How to have all of the love, sex, money, fame, and fortune you could ever imagine while being worshiped and adored everywhere you go
 - Compelling bullet point
 - Compelling bullet point
 - Compelling bullet point
 - Compelling bullet point
 - Compelling bullet point
- Value: \$2,000

The Bonuses...

- **BONUS #3 – Something Out of this World Awesome:** How to have all of the love, sex, money, fame, and fortune you could ever imagine while being worshiped and adored everywhere you go
 - Compelling bullet point
 - Compelling bullet point
 - Compelling bullet point
 - Compelling bullet point
 - Compelling bullet point
- Value: \$2,000

Quick Recap (Here's What You're Getting)...

- **Main Program**
 - 6 live group coaching calls with me
 - Worth: \$10,000.00
- **Bonus Program #1**
 - Worth: \$2,000.00
- **Bonus Program #2**
 - Worth: \$2,000.00
- **Bonus Program #3**
 - Worth: \$5,000.00
- **Total Package Value: \$1,000,000.00**
- **Investment:** 5 X \$499 or 1 X \$1997
- Your Backed by my iron clad ABC guarantee

How To Sign Up...

- Go to www.MakeBestSellingPrograms.com and join now.
- Space is limited, and demand is high. Do not miss out.

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