

Evergreen Webinar Framework Checklist

A quick recap:

An evergreen webinar funnel that includes three separate frameworks or sections:

1. The registration framework which allows people to register for the evergreen webinar and get email reminders
2. The webinar itself
3. The sales framework, so they can buy what is being offered in the evergreen webinar, and you can get paid

The four main purposes of the sales funnels are:

1. To create awareness
2. To stimulate interest
3. To encourage decision-making
4. To call for action

Things to remember:

Registration framework needs:

- A topic that is of interest to your audience
- A catchy title
- A short, but informative description
- A new mailing list with thank you email, webinar details, etc.
- Reminder emails
- Registration page

The webinar needs:

An introduction that includes:

- ❑ Introducing yourself
- ❑ Introducing the topic
- ❑ Giving a brief overview of what to expect on the webinar

The presentation should include:

- ❑ A more in-depth introduction to the topic
- ❑ A discussion of each element or point you're covering
- ❑ Interesting images
- ❑ Transition to the marketing section
- ❑ Other (optional) items:
 - Interactive elements
 - Presentation Slides
 - Pre-recorded video

The marketing section should include:

- ❑ The features of the offer
- ❑ The benefits buyers will receive
- ❑ The offer details
- ❑ Any bonuses being offered
- ❑ The limited time of the offer (the clock is ticking)
- ❑ The 100%, no-questions-asked, money-back guarantee
- ❑ Question and answer about the topic
- ❑ Question and answer about the product

The conclusion of the evergreen webinar should:

- Remind viewers of the time (example, 1 hour)
- Thank them for attending
- Remind them of the offer and its limited nature
- Tell them how to contact you/customer service for more information and help

The follow up should include:

- The thank you for attending email
- A surprise free gift email (optional)
- An email with the link to the replay once the recording is available

Don't forget to have someone man the customer service box for at least a couple of hours after each webinar in case any customer has an issue, questions or requests a refund.

Do You Want To Clone My Evergreen Webinar Funnel?

[CLICK HERE](#)