FREE BLUEPRINT

THE WEBINAR FUNNEL BLUEPRINT

How to teach and sell to hundreds of people at once



BY THE BAKERY METHOD

3

THE STEP UP

WHY A LIVE WEBINAR SELLS MORE THAN A VIDEO

4

THE MAP

FOUR STEPS, AND THE NUMBER THAT MATTERS MOST

5

THE WEBINAR

SIXTY MINUTES THAT END IN BOOKED, WARM LEADS

6

WHAT'S NEXT

YOUR 14 DAYS, AND WHAT TO READ AFTER THIS

Written for creators whose VSL funnel already books calls, and who want one live hour to do the work of dozens of videos. Five minutes to read.

THE BAKERY METHOD

THE STEP UP

A VSL is watched alone, even when twenty people press play at the same time. A webinar puts hundreds in the same room, live, with a reason to decide now.

WHY A WEBINAR SELLS MORE

- [ ] **It builds credibility live.** They see you teach, answer questions and react in real time.
- [ ] **It is one to many.** One hour of your week reaches hundreds of people.
- [ ] **It has a deadline.** The offer on the webinar does not wait forever.



THE SHIFT

Teach once, sell to the whole room.

The people who book after a webinar have already spent an hour with you. They know your method, they trust you, and they have seen others in the room say yes.

READY FOR A WEBINAR FUNNEL? TICK WHAT IS TRUE TODAY.

- [ ] **Your VSL funnel works.** It books calls every week. If not, start with The VSL Funnel Blueprint.
- [ ] **Your offer closes on calls.** You know what people say yes to, and why.
- [ ] **You can teach live for an hour.** Slides and a camera, no studio needed.
- [ ] **You can fill it regularly.** Weekly or monthly, from your content, your email list or ads.

Example rates for illustration. On the call we run your numbers.

THE MAP

Four steps from sign-up to booked call. Most webinars do not fail on the actual webinar. They fail because people never show up.

THE FOUR NUMBERS TO TRACK

1

REGISTRATION PAGE

One promise, one date, one button.

TRACK
SIGN-UP RATE

2

REMINDERS

Make the hour feel too good to miss.

TRACK
SHOW-UP RATE

3

LIVE WEBINAR

Teaches, then invites them to book a call.

TRACK
BOOKING RATE

4

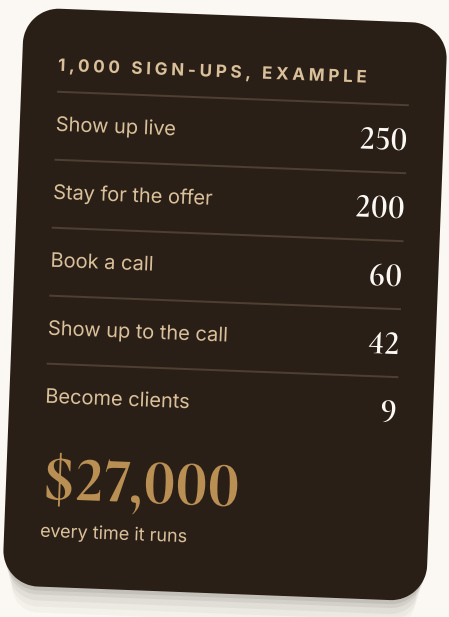
FOLLOW-UP

Replay and emails for those who missed it.

TRACK
SHOW AND CLOSE RATE

FIVE REMINDERS BEFORE IT STARTS

1. Right after sign-up: the date, the link, and what they will learn.
2. 24 hours before: the one thing they will walk away with.
3. 1 hour before: the link again, by email and text.
4. 15 minutes before: "Grab a coffee, we start soon."
5. At the start: "We are live", by email and text.



THE BIGGEST LEVER: SHOW-UP RATE

Move it from 25% to 35%, and the same 1,000 sign-ups book 84 calls instead of 60. Fix the reminders before you touch the webinar slides.

THE WEBINAR

Sixty minutes, one goal: as many booked calls as possible. Teach what to do and why it works, not every step of how.

1 **THE PROMISE** 5 MIN
What they will walk away with, and who it is for.

2 **YOUR STORY** 5 MIN
Why you are worth an hour: your result, a client's, or someone public who did it.

3 **THREE SECRETS** 30 MIN
Each one breaks a belief that stops them from buying.

4 **THE BRIDGE** 5 MIN
Now they know what to do. The fastest way is to do it with you.

5 **THE OFFER** 10 MIN
What they get, how it works, and a hint of the price level. Then the link to book.

6 **Q&A** 5 MIN
Answer objections live, and share the link again.

THE THREE SECRETS

3

beliefs to break

"This method does not work."

"It might work, but not for me."

"It works, but not right now."

Break all three, and booking the call is the obvious next step.

AFTER THE WEBINAR

REPLAY
Send the recording the same night to everyone who signed up.

FOLLOW-UP
Around five emails and texts over three days: a key lesson, a result, the questions people asked.

URGENCY
Close bookings 72 hours after the webinar. Limited spots and a bonus for booking in time give them a reason to act now.

WHAT'S NEXT

YOUR NEXT 14 DAYS. LIVE BEFORE IT IS PERFECT.

DAYS 1 TO 4 WRITE

- [ ] Pick the three beliefs to break.
- [ ] Write the webinar in six parts.
- [ ] Write the reminders and follow-up.

DAYS 5 TO 9 BUILD

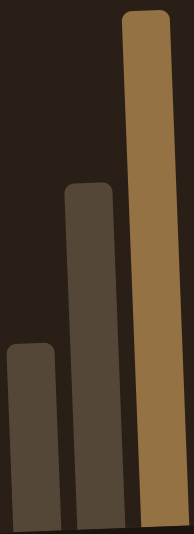
- [ ] Build the registration page.
- [ ] Set up the reminders and replay.
- [ ] Do one full test run before going live.

DAYS 10 TO 14 LAUNCH

- [ ] Point your content or ads at it.
- [ ] Run your first live webinar.
- [ ] Check the four numbers after.

YOUR NEXT STEP

NEXT



PART 4 OF 4

The Low Ticket to High Ticket Blueprint

Let a $97 product pay for the ads that fill your webinar, so every new buyer has a path to your offer.

READ PART 4

ALSO INCLUDED: TWO BONUSES

Revenue Calculator
See what the right funnel adds every month.
OPEN

The Sales Call Playbook
Turn the calls you book into $3,000 clients.
READ

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