

sista SENSE

ProWebinars

5-Day Online Training Workshop for Women

Become A **Pro**

Host **Professional** Webinars

Make Paypal **Profits**

ProWebinars Training Workshop

Step #1: Prep: Explore Your Purpose, Pricing and Plan

Welcome Ladies!

- My Goal is to Help You Become a Pro!
- Learn to Create Professionals Webinars
- See Progress with your web projects
- Generate Paypal Profits

Friendly Reminders:

- Check email: Schedule Your Clarity Sessions
- Add Extra: callme.sistasense.com
- Active Participation = Solid Webinar Prep
- Replay and Download Links On the Way
- *6 or Hit Unmute to Ask Questions

Start Here – Define Clear Project Goals to help you:

- Brainstorm Topic Ideas
- Tap into new Profit Potential
- Create Good. Better. Best. Offers

Why do you want to host your own webinar(s)?

1.

2.

3.

4.

5.

ProWebinars Goals List - Select Your Reasons:

- ☐ Quickly Build an eMail List
- ☐ Beta-Test a program or solution
- ☐ Alternatives to High-End Client Packages
- ☐ Create New Offers for Old Clients
- ☐ Create A Seasonal Income Stream
- ☐ Create A Self-Made Speaking Platform
- ☐ Promote an offer: Event, Product, Service

What would you like to teach and/or talk about?

1. _____
2. _____
3. _____
4. _____
5. _____

ProWebinar Profitable Topics

Your topics should fall under one of the following areas:

- Personal or Business Breakthroughs
- Unique “Brandable” System
- Customer / Client Questions

Assess the Profit Potential of Your Ideas

For each topic do the following:

- Mark your topic as (B) (S) (Q) (NA)
- Note your target – ideal customer
- Is she an “NTN” Need This Now Buyer?

ProWebinar Tip: Prep with Profit in Mind

I generate guaranteed sales by using questions from clients.

- **Books.Buzz.Business Webinar Conference**
“How do I set up and sell ebooks?”
- **ProWebinars 5 Day Workshop**
“How to I setup and sell webinar trainings”

ProWebinar Tip: Prep with Profit in Mind

I generate guaranteed sales by using questions from clients.

- Focus on FAQs Only
- Note the source: Buyers vs. Browsers
- Have you had a breakthrough w/ this?
- Do you have a system for this?

ProWebinar Tip:

Remember all questions are NOT created equally!

- Use your best judgment: Is this really a frequently asked question?
- If your answer is no, offer as individual trainings session vs. group package.

4 Step K.I.S.S. Plan

Keep It “Your Webinar concept” Seriously Simple

- Confused buyers Don't Buy
- Your Webinar Purpose should be clear
- What is the ‘desired end result’ when someone signs up for your offer?
- Define what is in it for them

4 Step K.I.S.S. Plan

Keep It “Your Webinar concept” Seriously Simple

1. Focus Topic + Title Brainstorm

4 Step K.I.S.S. Plan

Keep It “Your Webinar concept” Seriously Simple

2. Style Type: Trainer or List Speakers

4 Step K.I.S.S. Plan

Keep It “Your Webinar concept” Seriously Simple

3. Timeframe: Hours/Days/Weeks

4 Step K.I.S.S. Plan

Keep It “Your Webinar concept” Seriously Simple

4. Brainstorm Sub-Topics / Session Titles

4 Step K.I.S.S. Plan

Keep It “Your Webinar concept” Seriously Simple

4. Brainstorm Sub-Topics / Session Titles

SistaSense K.I.S.S. Picks:

When it comes to time, purpose, people and profit I like...

- FREE 60 Min sessions for promotions
- PAID 60 Min sessions for private clients
- PAID 3 Hour lecture group training
- PAID 5 Day lecture group training
- PAID 4-6 Week lecture group training
- PAID 6-12 Hour speaker conference

ProWebinar Prep Activity: Pick Your Price

- For individual projects: What is your current hourly rate? \$_____
- For group training define your base hourly rate (ex \$250) \$_____

ProWebinar Prep Activity: Pricing Chart – Pick a Price

Ideal for trainings with 10-50 people

Price	10 People	30 People	50 People
\$30	\$300	\$900	\$1500
\$50	\$500	\$1500	\$2500
\$100	\$1000	\$3000	\$5000
\$300	\$3000	\$9000	\$15000

ProWebinar Prep Activity: Pick Your Price

- Set base goal: \$_____
- Set reach goal: \$_____
- Set dream BIG goal: \$_____

ProWebinar Prep Activity: Pick a Price

Ideal for trainings with 10-50 people

Price	Base (10)	Reach (30)	Dream BIG (50)
\$30	\$300	\$900	\$1500
\$50	\$500	\$1500	\$2500
\$100	\$1000	\$3000	\$5000
\$300	\$3000	\$9000	\$15000

Questions and A-Hah Moments:

1.

2.

3.

4.

5.

ProWebinar Prep Recap:

- Think About Your Project Goals
- Brainstorm Topic Ideas
- Clearly Define Webinar Purpose
- Create Your K.I.S.S. Plan
- Pick Your Price

Friendly Reminders:

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Coming Up Next

- Step #2 Present:
Outline & Brand Your Presentations
- Jumpstart Your Business Call:
Marketing During Women's History Month
join.sistasense.com | jybreplays.sistasense.com